

LIFE

SHORT
COAT

JULY 20, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

Meat

and this Summer of '42

“IT ALL DEPENDS ON ME”—This is the strongest vow which any American can make to himself for his country. “How much will I do this summer? How much *could* I do this summer, if I made myself stronger and more efficient through more careful attention to my nutritional needs, as my government asks?”

Our land produces plentifully of the foods that make for good nutrition—meat, vegetables, fruits, dairy products and cereal foods. *All are needed in summer as in winter.* The rays of the summer sun will give you more vitamin D—but will not compensate for an otherwise unbalanced or insufficient diet.

This summer particularly remember that meat, which is an all-year-round eating favorite, contains these all-year-round nutritional essentials: *complete proteins, B vitamins (see chart) and minerals (iron, copper and phosphorus).* These nutritional essentials are not stored in the body to any appreciable extent—they must be supplied daily in the foods you eat.

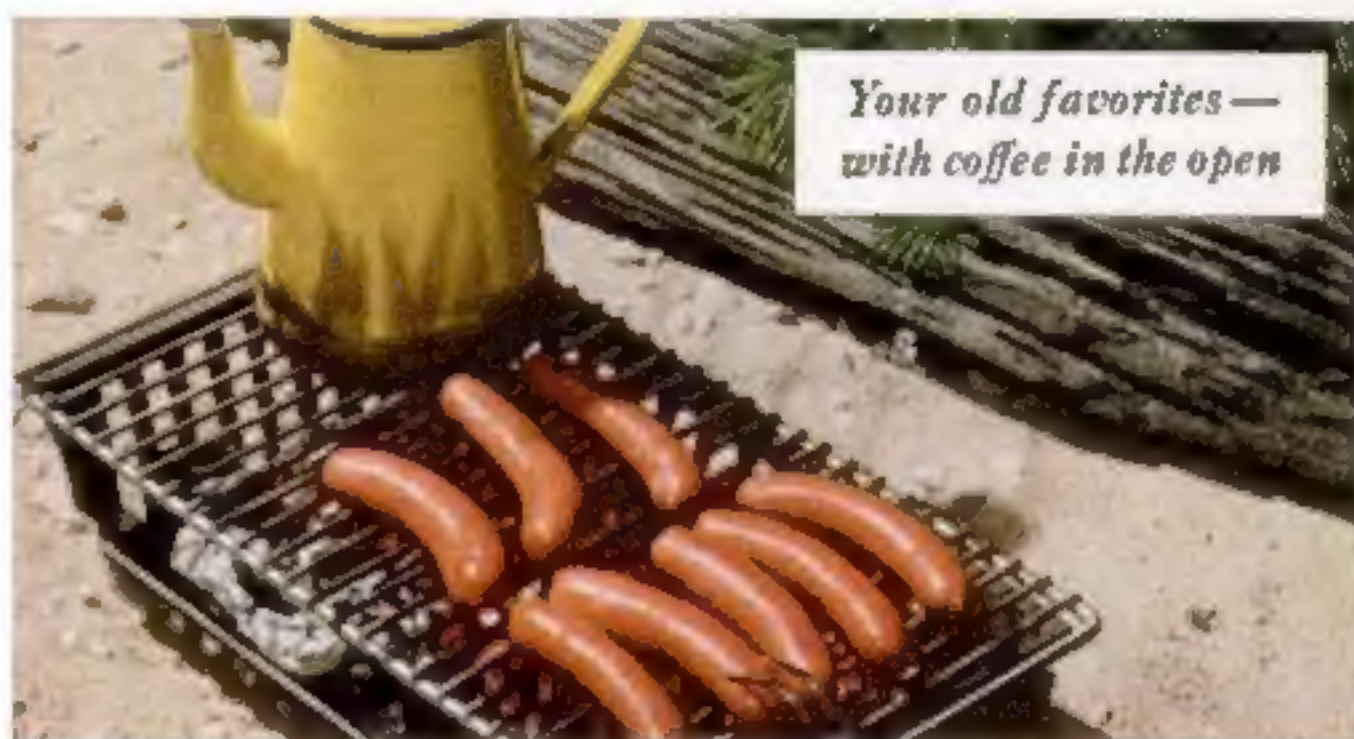
From the Arctic Circle to the Equator, and here at home—summer or winter—Uncle Sam's armed forces get balanced nutrition the year round, with meat in liberal amounts. Authorities in charge of feeding these men know that the needs of the human body never take a holiday; it is the same machine summer and winter and needs the same proteins, B vitamins and minerals regardless of season, temperature or climate.



Liver sausage and salami, luncheon loaf and cervelat, boiled ham and bologna are only a few of the tasty, serve-in-a-jiffy cold meats. They have the same nutritive essentials as hot meats.



New note in hamburgers—well-seasoned ground beef piled “high, light and handsome” on a thick slice of bread (which has been toasted on the under side only). Sprinkle with grated onion, dot with butter and broil right on the bread. Rich meat juice “percolates” through bread. Keeps drip pan clean.



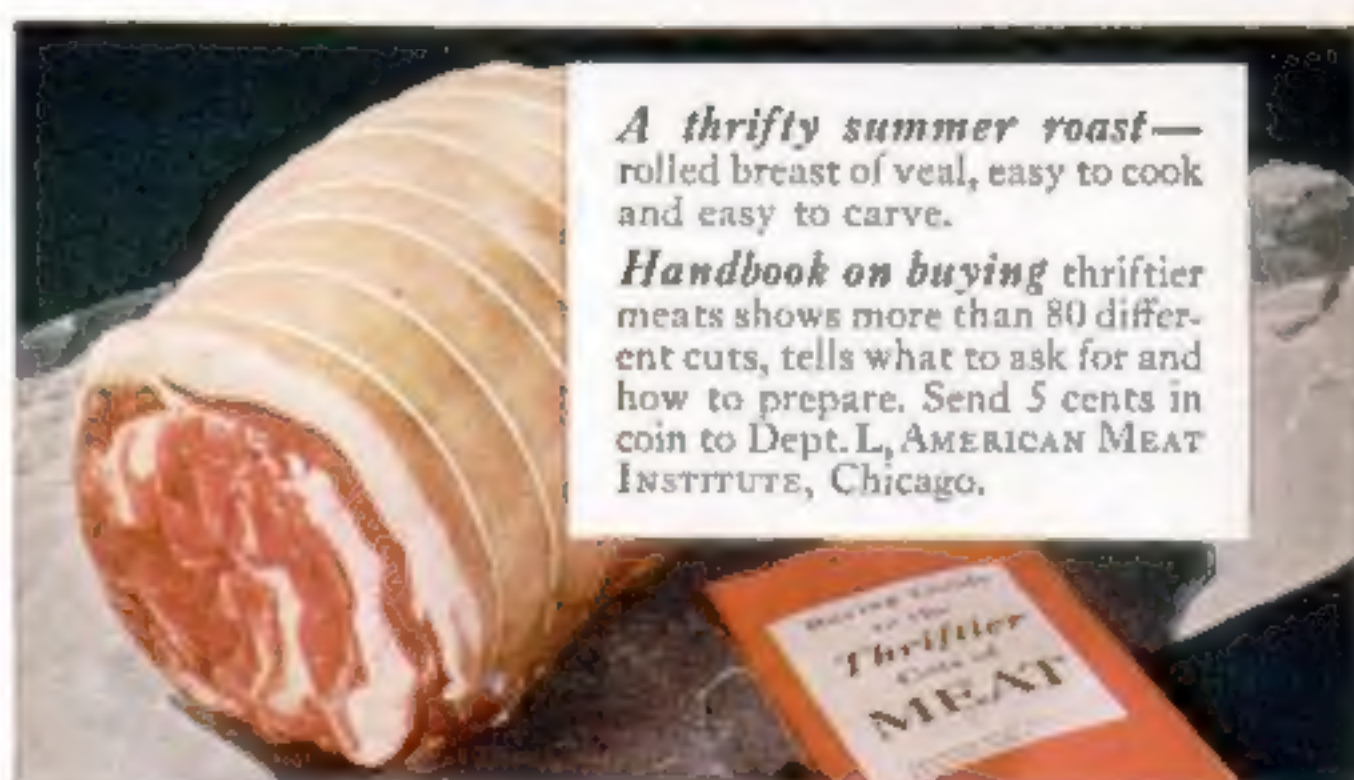
Your old favorites—
with coffee in the open



No “watchful waiting”—the delicious and thrifty pot roast is a summer stand-by. You can start it cooking early in the day, and leave it—with just a quick warm-up at mealtime. The same is true of meat stews.



Bacon—favorite summer meat—it's hard to beat crisp slices of bacon on the summer breakfast table. With cold sliced tomatoes, a delectable lunch dish. Teams with almost anything in the picnic sandwich.



A thrifty summer roast—rolled breast of veal, easy to cook and easy to carve.

Handbook on buying thrifter meats shows more than 80 different cuts, tells what to ask for and how to prepare. Send 5 cents in coin to Dept. L, AMERICAN MEAT INSTITUTE, Chicago.

AMERICAN MEAT INSTITUTE, Chicago

THE B VITAMINS IN MEAT					
In Milligrams	PORK	BEEF	LAMB	VEAL	LIVER
B₁ THIAMINE	1.60	.22	.33	.31	.38
B₂ RIBOFLAVIN	.34	.28	.39	.41	3.34
NIACIN (important to prevention of pellagra)	11.0	8.4	10.0	16.2	35.5

The variety meats, such as kidneys, heart, sweetbreads and brains are equally rich in these nutritional essentials.

This chart shows the vitamin content typical for each 3-1/2 lb. edible portion before cooking. Like most other foods, meat undergoes a change in its vitamin content on cooking, the exact amount depending upon the method of preparation.

This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



**"HERE COMES HERB!
For Pete's Sake,
Duck!"**

As Ann dropped to the floor she clutched Chick's coat and started him down with her.

"Heaven knows, we could use a fourth at bridge," she whispered, "but not Herb!"

"No, no, a thousand times no!", her husband said, "—and multiply that by two."

Rusty, skulking behind the curtain, looked puzzled. After all, a weekend guest can't be expected to be up on the problems of suburban society.

"I get it!", she whispered, "the sheriff!"

Ann shook her head. "Be quiet, Rusty. He's at the door now!"

The bell rang furiously several times, then stopped. Next they heard Herb's retreating footsteps.

"What goes on here?", demanded Rusty again. "Has he got scarlet fever or something? Does he kick old ladies?"

Before she explained, Ann took a peek: Herb was on his way. "It's really too bad," she said, "he's an awfully nice fellow, a bachelor with some money. And incidentally, he plays a swell game of bridge, but he's 'that way'."

"You mean he's going to have a baby! What an age we live in!"

"Be serious, Rusty," Ann laughed. "It's his breath. Both times we have asked him here it's been pretty bad."

"So we just don't invite him any more," put in Chick. "Two strikes and out!"

"Now I understand all," said Rusty, "but is he *always* that way?"

"Don't know," said Ann, "but it's a risk we simply won't take."

"I'm proud of you," Rusty went on, serious now. "A man who's careless about his breath deserves every snub he gets—socially or in business. Being single, I go out with lots of men and you'd be surprised how many of them put themselves in a bad light this way."

"There ought to be a law," said Ann—and everybody agreed.

Don't Take Chances!

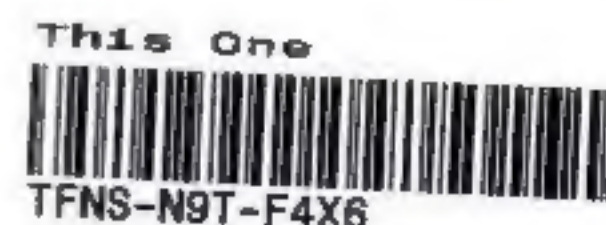
This story dramatically repeats what numerous letters have brought to our attention—that men are

the worst offenders when it comes to halitosis (bad breath).

How foolish to take long chances of offending, socially or in business, when Listerine Antiseptic is such a delightful and easy precaution against a frequent cause of bad breath. You undoubtedly have known for years about its antiseptic power and its wonderfully freshening effect.

While some cases of halitosis (bad breath) are systemic, most cases, according to some authorities, are due to the bacterial fermentation of tiny food particles on tooth, gum and mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors that fermentation causes. Your breath becomes sweeter, fresher, less likely to offend. When you want to be at your best, never, *never* omit Listerine. Lambert Pharmacal Company, St. Louis, Missouri.

LISTERINE ANTISEPTIC for oral hygiene



"WE'RE SISTERS ON TOP OF THE SKIN"

BARBARA ROBBINS, understanding mother in the hit show "Junior Miss," understands cleansing problems, too.



"Once upon a time only an actress wore make-up. Today—well—I bet your skin gets about as good a coat of cosmetics as mine! What's more, I hear lots of girls are getting around to a 'professional' cleanser that so many actresses use... Albolene Cleansing Cream."



"Why should an actress know best? Well, stage make-up is sticky. We need a cream efficient enough to do its work gently, without rubbing or irritation. The soothing effect of Albolene is just delightful...you'll see, when you try it."



And what a "mountain" of cleansing cream for \$1! This pound tin was first put up for professional use. Now you may buy it too, at your druggist's. Brings cost down to 6 3/4 cents an ounce! Sold also in jars at 50¢, 25¢, 10¢.

Cut Cleansing Cream Costs 50%!

Try this different cream—pure, unscented, soothing

LOOK AT THE LABEL of your present cleansing cream. See what is the quantity. Figure the ounce price. Compare with Albolene! The three largest-selling cleansing creams average twice as high in price as Albolene—using the larger and most economical sizes for fair comparison!

CAN YOU BE AS REALISTIC as an actress about your beauty? Invest your money in exquisite purity, in fine, delicate ingredients. That's what your money buys

when you get Albolene Cleansing Cream.

IT HAS TO BE PURE! So bland, so gentle is Albolene that it is widely used for skins too sensitive for ordinary cleansing methods. Many hospitals are important users of Albolene. So you know the quality has to be superb. You know Albolene has to be efficient—to rate so high with actresses. You ought to try it—today! Made in the laboratories of McKesson & Robbins, Inc., Bridgeport, Conn.

ALBOLENE

A "PROFESSIONAL"
CLEANSING CREAM



LIFE'S REPORTS

THE A.V.G. ENDS ITS FAMOUS CAREER

by CLARE BOOTHE

On July 4 the A.V.G. was inducted into the U. S. Air Forces in China and India. What was the A.V.G.? How did it get to China? And what did it prove? It mathematically proved in six long and terrible months of sky battling that man for man and plane for plane the American is exactly five times better in combat than the Japanese today.

In the autumn and early winter of 1941, there were 100 young American pursuit pilots stationed at Tounghoo, Burma. They wore the uniform of the Chinese Air Force. Their directive from Generalissimo Chiang Kai-shek was, upon the completion of their training under Brigadier General Claire L. Chennault, to protect China's lifeline, the Burma Road. Madame Chiang Kai-shek smilingly called them "my angels with—or without—wings." More prosaically they called themselves the American Volunteer Group. They had painted the noses of their 54 Chinese-owned Tomahawks (P-40's) to resemble the snouts of ravenous tiger sharks. (The Japanese, a fisher folk, have a horror of sharks.) All America called them the "Flying Tigers" now. They were, although this is a matter of no significance, nearly all blond and more than half of them were 6 ft. tall. They hailed from 39 of the 48 States of the Union. The names of their home towns made music such as Walt Whitman sang and Carl Sandburg sings now: Waseca, Coronado, Red Level, Marshall, Otis, Yamhill, Scarsdale, Seattle, Savannah, Middletown, Plymouth, Randalia, Minneapolis, Boise and San Antonio.

Many of them were pilots who had resigned from the U. S. Air Forces of the Navy, Army and Marine Corps to "sign on" as employees of Camco (Central Aircraft Manufacturing Co.). This was an American concern which had been making planes for the Chinese Government in its factory at Loiwing, China. The Chinese Government had an agreement, in turn, with Camco to take over not only its planes for the defense of China but also to take the new "employees" into its depleted Army Air Force when they arrived. They say in the Army now that a thousand or more other American lads yearned to go but there were neither the planes for a thousand pilots in Chungking nor the plans in Washington in those days.

When they flew from the U. S. to Burma, each of these young men had a year's contract with Camco in his pocket. It guaranteed him his transportation to and from China, a salary of \$600 to \$750 a month, a bonus of \$500 for every Japanese plane destroyed in the air and the right, which they all demanded because they all cherished it above any other, to cancel that contract in the event that their America should find itself at war with Germany or Japan, in order to return to fight in their respective services, the Army, the Navy, the Marine Corps. Strictly speaking, they were "mercenaries of the air."

CONTINUED IN PAGE 4



A.V.G. Hostel, specially built by the Chinese Government to house the American pilots in style in their Kunming base, is here lined with the fliers' cars and military trucks.



WE ARE THE UNSEEN

*We are the unseen, ever watchful, never sleeping,
Binding the atoms together.*

*Not ours the glory nor applause,
We wear no uniform and yet are part of our land's destiny,
Guarding her secrets well.*

*We are the unseen, loyal, true to an ideal,
One God, one country, one flag:*

*We want no praise, knowing, out there,
Men have shed their blood that we might live . . .
With others soon to follow them.*

*Our reward shall be, one day, with the touch of magic
at our finger-tips
To send across the quivering wires
One far-flung cry — "Ours is the Victory!"*

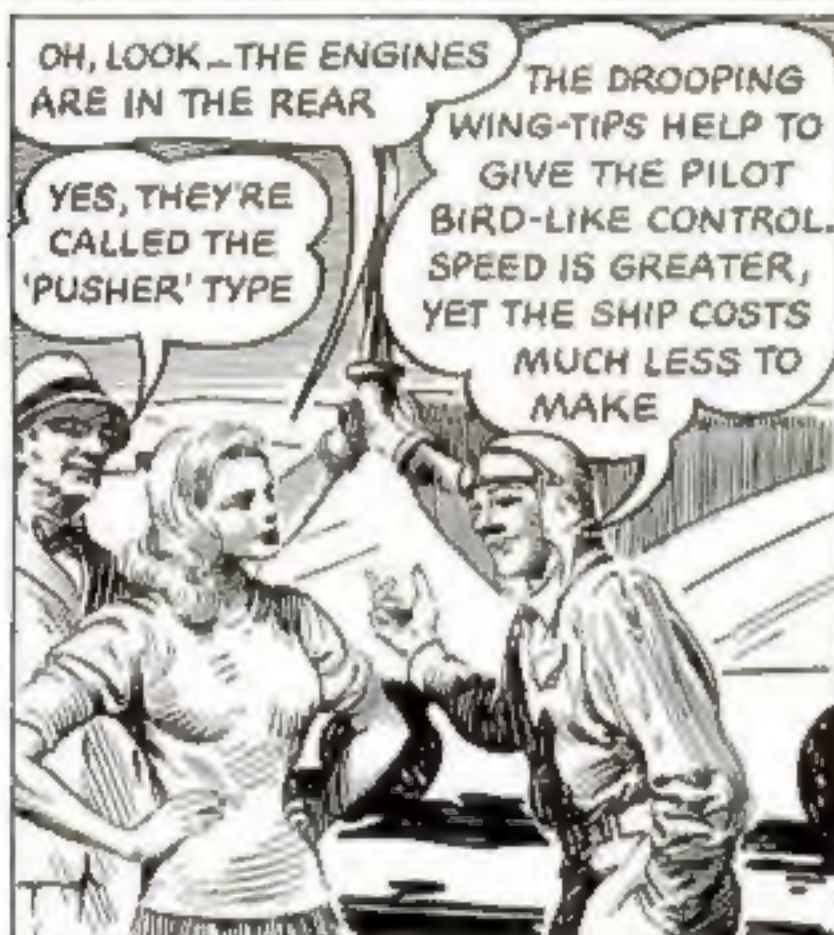
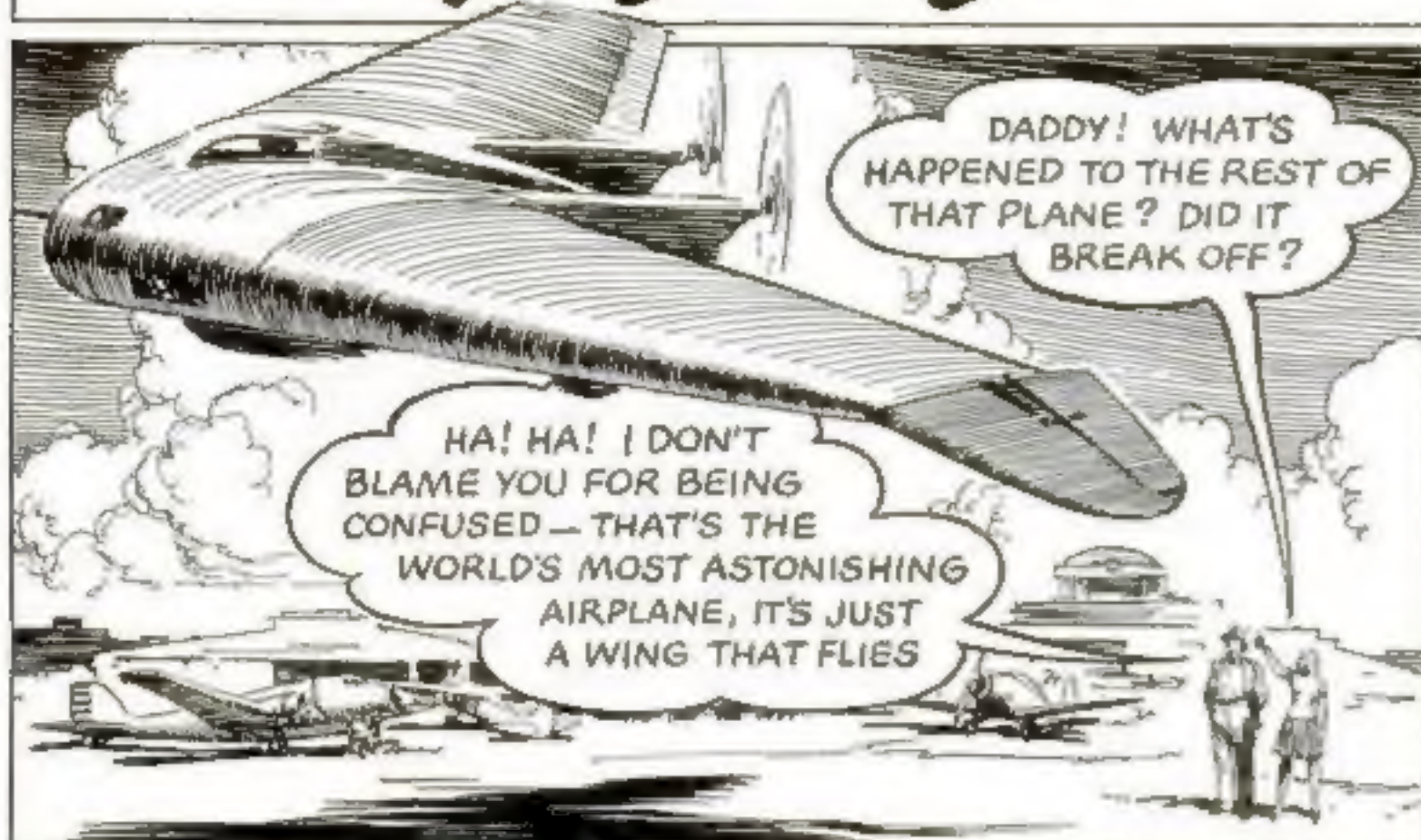
ELEANORA DAYTON SURRY
Long Distance Operator, Washington, D. C.

BELL TELEPHONE SYSTEM . . . LONG DISTANCE HELPS UNITE THE NATION



WONDERS OF AMERICA

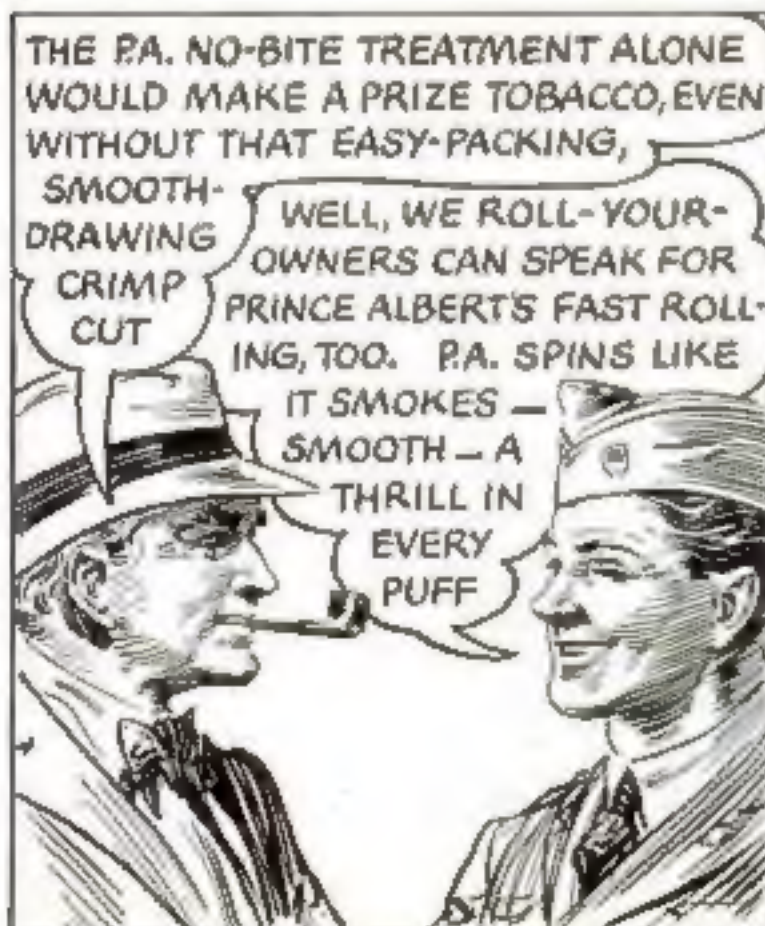
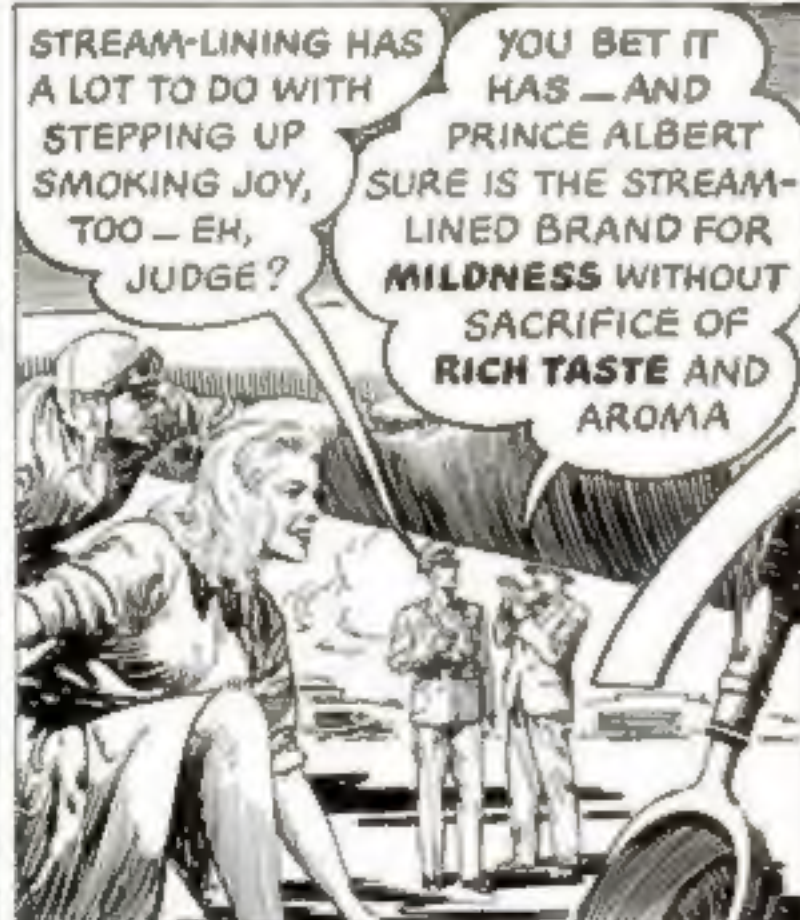
Flying Wing!



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED—COOLEST OF ALL!



LIFE'S REPORTS

(continued)

So they set forth on their voyage across the troubled Pacific whimsically disguised as tourists, acrobats, missionaries, students, businessmen, artists. (But in a sense, all of these things were what they were.)

For a congeries of motives carried them to Burma: a little money to buy their girls pretty rings, or the folks a car, to marry on, or just to laugh and play on; a burning belief in China's cause; the love of high adventure in an alien land; or the sheer thrill of air combat. Each of them knew when he left his own peaceful land he might face a winged doom in the skies of Cathay. Like Yeats' Irish Airman fighting for England, each volunteer could have said:

*I know that I shall meet my fate
Somewhere among the clouds above;
Those that I fight I do not hate,
Those that I guard I do not love. . . .*

Their commander, General Claire Chennault of Water Proof, La., was a former American Army air colonel, a World War I pilot, a onetime daredevil barnstorming stunt pilot and an expert on aerial tactics. Asked what he looked like, an A.V.G. pilot said, "Well, his face kind of looks like he'd been holding it over the side of a cockpit into a storm for years." Chennault, who had been serving in China's Air Force for several years before the A.V.G. boys arrived, had long been pondering the technique of the Japs and preaching many new techniques of his own for pursuit in air combat. In these American youngsters Chennault found the disciples of his heart's desire. (Every one, he claimed, would go home capable of being a squadron leader.) From the day they landed in Burma, everlasting teamwork, discipline, precision flying, split-second formation attack in twos and threes filled their flying hours. First outthink, then outfight the enemy. For dogfights, he substituted formation assaults. Not do or die alone but do together and don't die was his motto. Nevertheless, during this training period while he was shaking his Army, Navy and Marine lads down into a combat team and waiting impatiently for planes, spare parts and ammunition, Chennault used to say rather wistfully, "There is no training substitute for being shot at."

The shooting began rather earlier than Chennault and his 100 boys with their 34 obsolescent planes had bargained for. But the account which the A.V.G. then proceeded to give of itself justified not only Chennault's untried gospel of the flying team but America's untried faith in her sons of the sky. "We raised all hell on a shoestring," said one A.V.G. boy.

From Dec. 7 until the Flying Tigers were inducted into the American Army under U. S. General Brereton, they had for all their operations not more than 100 pursuit planes, including replacements, and there was a desperate shortage of spare parts. Never more than 50 planes were in commission at once nor more than 18 planes, or a squadron, in the air at any one time. And yet, by July 4 the Flying Tigers had destroyed 225 enemy planes on the ground, 172 enemy planes in the air—while Camco gleefully jingled its till to the tune of \$136,000 in bonuses. Thus, 497 Japanese planes fell through Burma's skies in flames or burst in flames on Burma's ground before the guns of the Yanks from 39 States of America. And at what cost to the Flying Tigers? Four former Army pilots

TEXT CONTINUED ON PAGE 7



Publicity manager for A.V.G. at Kunming was attractive Mrs. Olga Greenlaw, White Russian wife of the Flying Tigers' paymaster officer. She announced the Tigers' feats.



The A. V. G. loll on one of their Flying Tigers on their airfield at Kunming, the main air base from which they flew against the Japs coming up the Burma Road. Officer in summer khaki on the wing is Paymaster George Paxton. The plane is a P-40 Tomahawk. When

Photographer George Rodger reached the A.V.G. in April, the original P-40 Tomahawks had recently been reinforced by the faster and more heavily gunned P-40E Kittyhawk. Strafing Jap columns with the six .50 cal. guns of the Kittyhawk was a pure delight to the A.V.G.



The dental work with which the A. V. G. squadrons give a sinister shark face to the innocent air-intake cowling is the basis for name Flying Tiger Shark. The plane has a more-than-1,000-horsepower liquid-cooled Allison engine. Air-intake cools radiators.



In gray-blue shirt, Pilot Shilling stands beside plane on field at Kunming. The A.V.G. ended with most of its original personnel, crack American Army and Navy pilots and mechanics. They lived in Kunming in two specially-built hostels, having a wonderful time.



The background of the advertisement is a detailed illustration of a laboratory setting. A fly is perched on a yellow notepad that has several chemical structures drawn on it. The structures include isobutylene ($\text{CH}_3-\text{C}(\text{CH}_3)=\text{CH}_2$), isopropanol ($\text{CH}_3-\text{CH}(\text{OH})-\text{CH}_3$), and isobutane ($\text{CH}_3-\text{CH}_2-\text{CH}(\text{CH}_3)-\text{CH}_3$). A brass laboratory stand with a glass flask containing a red liquid is visible on the right. A yellow pencil lies horizontally across the bottom of the notepad. The entire scene is set against a wooden surface.

This fly is looking at TROUBLE

BENEATH his sticky, germ-laden feet is the chemical symbol for a new, deadly ingredient to go into fly spray. The chemical symbol won't hurt him, but *Crystox*, the substance it represents, will quietly choke him to death.

Its deadliness ends there—it's harmless to humans and animals.

This strange-looking molecule was isolated from petroleum at the "University of Petroleum," Shell's research laboratories where 1481 scientists and technicians are at work.

Crystox, when it later becomes available in commercial quantities, can largely replace pyrethrum, an imported substance. What's more, Crystox has "lasting" qualities, it can stand around for years and still work.

Shell scientists' widening knowledge of petroleum molecules today is "coming home" to you in dozens of ways. Already it has led to better and more abundant food, better clothing at lower cost, more effective drugs, "beauty aids," plastics with scores of uses . . .



SHELL

This scientific knowledge "carries over" to your motoring—in the Shell gasoline and motor oil you buy today

Oil is ammunition—use it wisely



What is the matter
With gadabout Gwen?
Moping in bed
Though it's way past ten!

Even if it is one of those "certain days,"
don't waste it moping. Take a tip
about keeping comfortable from that
amazing 3-out-of-4 verdict . . .



Gwen be clever!
Gwen be wisel
3-out-of-4 ought to
Open your eyes!

"Modess is softer!" voted 3 out of every
4 women in a nationwide test.* So try
Modess, Regular or Junior sizes.
You'll like the new Boudoir Box, too.
No tell-tale name need show on your
closet shelf.

From its print design you'd never guess
That the Boudoir Box contains Modess!

3 out of every 4 voted

Modess softer

*Get the full details of the Softness Test! Write
The Personnel Products Corp., Milltown, N. J.

LIFE'S REPORTS

(continued)

killed in action, eight former Navy pilots killed in action, one former U. S. Marine pilot killed in action. Four hundred ninety-seven Japanese planes at the cost of 13 American boys! The figures sing as no words can: 34 Japanese planes for every P-40 destroyed; 97 Japanese airmen killed for every American boy.

When Rangoon was falling, Chennault pulled out the A. V. G. from Mingaladon Field back to Magwe. That is, he pulled it all out but 18 pilots, 18 planes. On Christmas Day, in the morning, 60 Japanese bombers escorted by 18 fighters converged on Rangoon. Up from the field zoomed the lone Tiger Squadron, each pilot's eyes glancing alternately from the instrument board, which is then the Face of God, to the devilish quarry thick in the air around. "It looked," said a witness on the ground, "like a few little rowboats attacking the Spanish Armada." And down came nine Japanese bombers, eleven Japanese fighters. The Flying Tigers lost no pilots, damaged one plane. This established the battle ratio and tempo that held good all through the blazing days of the Battle for Burma. "We can take the Japs on one-to-five," the Flying Tigers boasted and made the boast good. The planes they flew may not have been as good as the Japanese Zero fighters, which mounted faster and turned faster. But an A.V.G. officer said, "These kids don't care about that. They just go ahead and outfight those bastards. You could give them wheelbarrows and I think they'd still fly."

And though the Philippines were falling, Singapore was gone and the Indies were doomed and Burma was threatened, although the enemy seemed to be everywhere in those days and everywhere seemed to be unbeatable, America was not afraid. A hundred American volunteers had taken the measure of the enemy. Who, in the face of that measure, dared doubt that America could—if it would—defeat Japan? The Flying Tigers were a blazing beacon of ultimate victory. For this happy revelation of theirs in our darkest hours their story is deathless. And deathless too is our gratitude.

Restore VIM VITALITY VALUE to your VACUUM CLEANER



A CLEANER
LIKE THIS...



BECOMES
A CLEANER
LIKE THIS



with Certified Guaranteed Service!

Your present vacuum cleaner is the one you'll have to rely upon "for the duration"—so keep it cleaning! There's an electrical dealer in your neighborhood who's thoroughly qualified for the job of keeping your Premier on the job until new vacuum cleaners can again be manufactured. He can add years of usefulness to it—make your old cleaner *work* like new and *look* like new as well. You'll be delighted at the big difference a little expert attention can make. Have this "keep 'em going" man . . . your electrical dealer . . . give all your appliances a thorough check-up today!

SEE YOUR "KEEP 'EM GOING" MAN ... the Dealer Who Displays This Sign



When you see this sign, you're at "headquarters" for vacuum cleaner service that is certified and guaranteed. The right to display this emblem is granted only to those dealers who, in Premier's opinion, are properly qualified by training and experience and who agree to maintain the very highest standards of workmanship.



PREMIER

DIVISION
Electric Vacuum Cleaner Co., Inc.
Cleveland, Ohio

SPEAKING OF PICTURES . . .

. . . THESE LIPS SEND KISSES TO U. S. FIGHTING MEN



Once a week, pretty Marianne Steene of New York writes to Air Cadet Richmond Ware at Dorr Field, Fla. She and Cadet Ware have been good friends for four years, having met during a summer vacation at Hot Springs, Va. As a result of her training as an actress in various stock companies, Marianne uses a small make-up brush to apply her lipstick and her imprint on back of envelope is delicate and well-formed.



Geroy Denman writes twice a week to her soldier, Corp. Faurest Anderson of Fort Lewis, Wash. Geroy has also had some stage experience but her kiss is more direct, less delicate than Marianne's. Geroy's style could be called "solid." Whatever affectionate technique is used, however, soldiers think that this visible method is a great improvement over the old-fashioned SWAK (sealed with a kiss) once used.



Wide, exotic kisses are the mark of Phyllis Warren on her letters to John Mulroy, a private in the Marine Corps. A student at Gray Court College, Phyllis has known John for about two years, writes him frequently. Since kiss imprints are liable to smudge enroute through the mail, it is best to let the lipstick dry as thoroughly as possible. Sometimes, in order to get a better impression of their lips, girls apply a little cold cream on top and blend it carefully.



Blonde Pat Ogden's letters go to Lt. Robert Deen, a Navy doctor who is now on active duty at sea. Pat met Dr. Deen last fall when his ship gave a cocktail party in New York and has been writing him about twice a month since then. Pat has a wide, generous mouth but her envelope kisses are light and tender, barely outlining her lips. She uses a soft shade of lipstick to match her lovely blonde complexion. Pat went to school in Honolulu four years ago.

Into a fighting man's make-up go months of training, quantities of specialized equipment, and that singleness of purpose which means he is at his fighting best. To keep him thus, to whet constantly his battle edge, there is the intangible known as morale. It is on this intangible that the weight of keeping a soldier going rests.

There are many ways of building and maintaining the morale of a fighting man. No way is better, though, than the simplest of these: mail from home. And no mail from

home is more appreciated nor more eagerly received than mail from a soldier's girl.

Here on these pages are pictures of servicemen's girls, picked at random from around New York. When each of these girls writes to her soldier or sailor, she applies an extra-heavy coat of lipstick and then kisses the back flap of the envelope. To get the best imprint possible, a small pocket mirror usually is held behind the envelope to stiffen the kissing surface. For a more complicated morale-builder, see page 11.



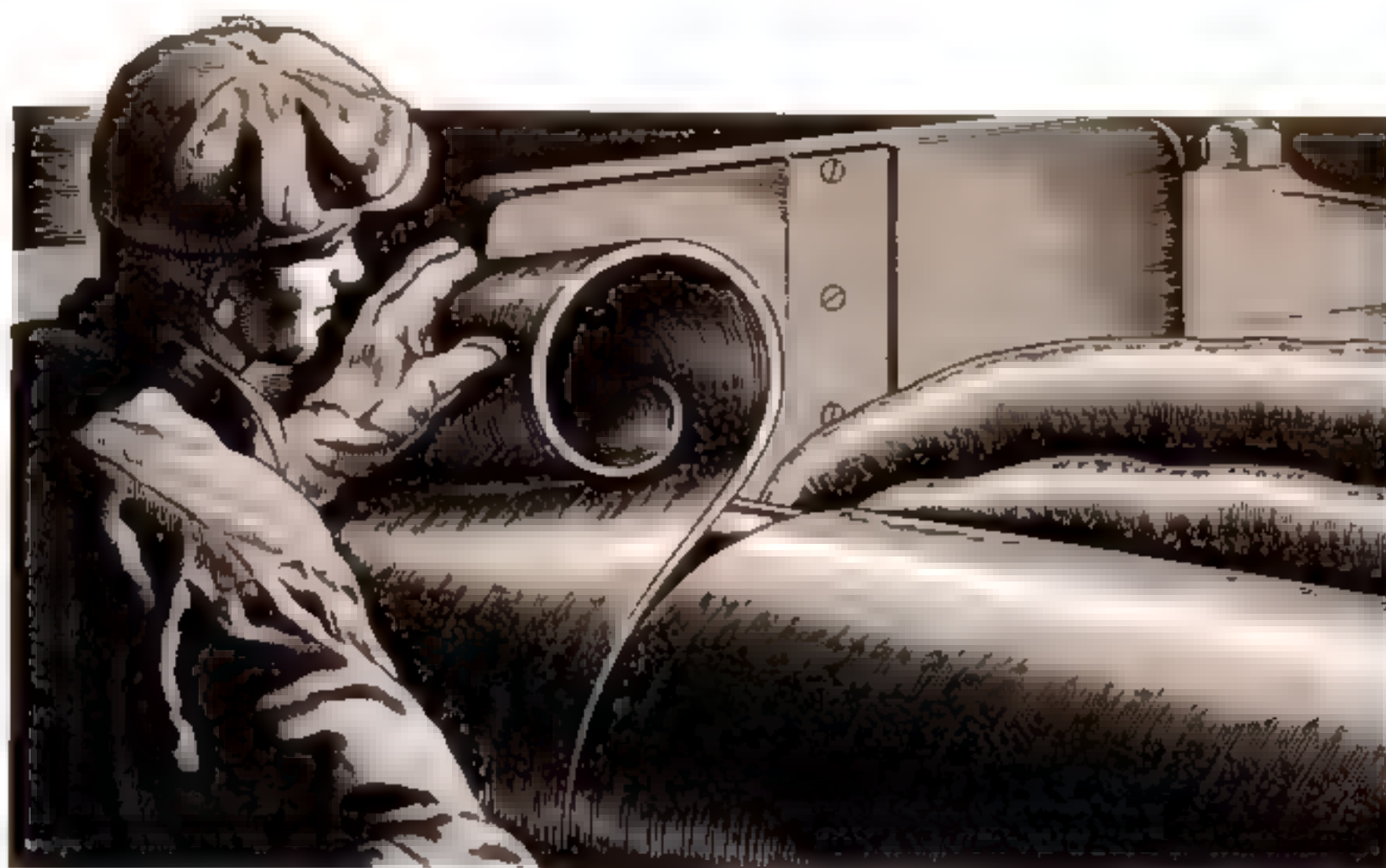
Betty Timmins, model, met her friend, Lieut. Willard Hawkins, at a party, crammed many exciting evenings of dances into his short leave. Now that he is on foreign duty, she hears from him only once in a while. Pert and vivacious, Betty is most often used as an animated model, i.e. one who can make her face meet any requirement. Currently she is posing for Artist Norman Rockwell as "Willie Gullis' Girl Friend."

Full lip design, well-rounded and expressive, is the lipstick trade-mark of Marilyn Suble, an attractive young girl from Wichita, Kan. Marilyn and her friend, Aviation Cadet D. D. Fairbanks, met last summer at a weekend party arranged by their parents at a lake in upper New York State. More imaginative than most girls, Marilyn has perfected a more intimate design for marking her envelopes (see following page).



The **rosebud design** used by Lucile Steward is small but effective. It is made by pursing the lips to a point, then pressing them steadily against the back of the envelope until the lipstick is transferred. Care must be taken not to move lips during the transfer, else design will be blurred. Lucile's soldier is Private A. Harper whom she met five years ago when she took a room with his family in Harlem. She works in a beauty parlor and writes Harper frequently.

Blossom Chan's brother Gustave, and not a boy friend, gets her letters sealed with a lipstick kiss. Most perfectly shaped of all the kisses shown here, Blossom's are like her name, flowery and full. Blossom's brother, recently inducted into the Army, was the only Chinese news commentator on the air in the U. S., broadcasting for WWRL. Blossom was born in the U. S., speaks only a few words in Chinese. She is an interpretive dancer and has danced in night clubs.



What is SYNTHETIC RUBBER?

THE chemist will tell you that synthetic rubber is not rubber at all. It is made from organic materials having in themselves none of the characteristics of rubber.

There are several types of synthetic rubber. They can be derived from coal, grain alcohol, acetylene, petroleum, natural gas and other hydrocarbons by a wide variety of chemical processes.

Goodyear is familiar with all these processes. Its first patent on artificial rubber manufacture dates from 1927. This was preceded by several years of preliminary research. Since that time it has striven to produce a synthetic that would equal or improve upon the best properties of natural rubber and have none of its weaknesses.

From this beginning more than fifteen years ago Goodyear developed Chemigum. This is a petroleum-base synthetic. We have been producing it in limited quantities during the past four years

for a wide number of commercial purposes.

In workaday use Chemigum has now a number of advantages and some drawbacks. It can be made superior to rubber in resistance to wear and abrasion—or to the disintegrating action of oil and gasoline. It excels natural rubber in resisting oxidation and it can be compounded so it remains flexible at sub-zero temperatures.

On the other hand, Chemigum is not as elastic nor as adhesive as rubber. At high temperatures it suffers a temporary reduction in toughness. It is more difficult to process; its cost is as yet relatively high.

These limitations are not insurmountable. Under the pressures of war Goodyear is advancing and enlarging new and wonder-working manufacturing facilities in cooperation with the government's program. Within another year these should simplify mass production—and greatly lower costs.



THE GREATEST NAME IN RUBBER
GOOD YEAR

SPEAKING OF PICTURES

(continued)



"I love you" is spelled out in labial hieroglyphics by Marilyn Noble. Such an unusual lipstick design is more readily understood if the soldier boy friend expects to find it.

IF IT'S KISSIN' YOU'RE MISSIN'



...Your Breath May Be To Blame!

So why take chances?
Use Colgate Dental Cream
—the toothpaste that
cleans your breath while
it cleans your teeth!

YES, SCIENTIFIC
TESTS PROVE
CONCLUSIVELY
THAT IN 7 OUT OF 10
CASES, COLGATE
DENTAL CREAM
INSTANTLY STOPS
ORAL BAD BREATH

COLGATE DENTAL CREAM, you see, has an active penetrating foam that gets into the hidden crevices between teeth—helps clean out decaying food particles and stop the stagnant saliva odors that are the cause of much bad breath.



YOU'LL GO
FOR COLGATE'S
GRAND, WAKE-
UP FLAVOR,
TOD!

And Colgate's has a soft, safe polishing agent that cleans enamel thoroughly, yet gently—makes teeth naturally bright, sparkling! So next time you buy toothpaste, buy Colgate's—the toothpaste that does two jobs for the price of one!



Play Safe!

TWICE A DAY—
AND BEFORE EVERY DATE—
USE COLGATE DENTAL CREAM

**VERY
DEFINITELY
SUPERIOR**



► Riondo is one of the fastest-selling rums in the country... because it is definitely superior in quality! Light in body, mellow rich in flavor, Riondo makes drinks of exceptional excellence. And yet Riondo is definitely reasonable in price.

Riondo
PUERTO RICAN RUM

GOLD LABEL OR
WHITE LABEL
36 PROOF

SOMERSET IMPORTERS, LTD. • NEW YORK • CHICAGO • SAN FRANCISCO

EATON'S OF CANADA

Dear Partner —
We know you have a job to do.
If you can get away for a brief
refresher in Canada — Good!
if not — hello anyway until the day
when the job's done and we can
get together again

Yours truly



The nation-wide retail organization with department stores in leading Canadian cities... fully equipped to supply the needs of the visiting vacationist to Canada.

LETTERS TO THE EDITORS

CHINA

Sirs

I write this to express my appreciation of and gratitude for the coverage and space given in LIFE to the cause of China. The words of your Newfront page (LIFE, June 29) sound as if they were written by a Chinese. They are so inspiring and encouraging that they make me feel that being a Chinese, I must work harder for China and for the United Nations.

The papers, magazines and radios in this country are spreading the theory that Hitler is the first enemy of the U. S. But we must not forget that the Japs are now deep in China, controlling most of the Pacific and already on the Aleutian Islands. As long as the Japanese forces are not eliminated there exists the menace to both Asia and America. Let's annihilate them before it is too late.

T. C. TSU

Cambridge, Mass.

Sirs

I hope that a few more such articles in LIFE regarding our sluggish indifference to China may yet stir this great country of ours awake. Keep it before us all—the vital need of a great people.

GERTRUDE R. CANNON

Palo Alto, Calif.

● For color pictures of the A. V. G.'s, now the 23rd Army Pursuit Group of the U. S. Army Air Force, see page 5—ED.

FIGHTING CHINESE

Sirs

You have shown Chinese air cadets and their progress (LIFE, May 4). Here is another fighting Chinese, Tsung Chi Lee, who worked out his own way to get into the scrap. Tsung came to the U. S. in 1940 to work in the China Defense



TSUNG WIELDS BAYONET

Mission, suddenly decided to join China's Army. He sought permission from the War Department to take courses at military schools first. He is the first civilian to take the course here at the Fort Benning Infantry School, where he learned to fire every infantry weapon, to use a bayonet, to read maps, to issue commands, dig foxholes, crawl in ditches, etc. In his leisure time he did much-praised pencil studies of his friends and acquaintances. His next stop is Fort Sill, Okla., Field Artillery School. When he gets back to China he will be ready to serve as an officer in Generalissimo Chiang's splendid Army.

SILAS K. BAKER
Major, U. S. Army

Fort Benning, Ga.

TOBIN BRONZE BOB

Sirs

"Tobin Bronze Bob Le Tourneau," mentioned in Gerard Piel's close-up on No. 1 Shipbuilder Henry J. Kaiser (LIFE, June 29), is still handy with an acetylene torch although, as you say, his name today is carried by some machine at every big construction site in the land.

R. G. Le Tourneau heads a dozen corporations, four of them producing war materials. Yet recently I got these unposed shots of him helping to get the newest plant tooled up. No welding rods are "sticking from his pockets" because he is cutting instead of pouring on Tobin bronze.

Mr. Le Tourneau is a devout evangelist, highly regarded as a preacher among the faithful. On June 21, for instance, he preached at London, Ont., made a week's flying trip to his plants



LE TOURNEAU WIELDS TORCH

in Florida, Mississippi and Georgia during the working days of the week and then filed preaching engagements in Tennessee and Georgia over the week-end of the 28th.

DONALD M. TAYLOR

Peoria, Ill.

USO

Sirs

I am mad as hell! And you would be also if you were in my shoes and had read your beautiful piece about the USO (LIFE, June 29) and had happen to you what happened to me not over two hours ago.

I am a merchant marine or as some call us, "gunless warrior" and have just completed a 3,000-mile voyage through the hot waters of the Caribbean and Gulf of Mexico. We were torpedoed twice, lost some damaged good bundles, fought rough seas and ducked raiders just as thousands of my fellow seamen are doing tonight. They are standing there on watch under the stars, dying by inches just to light one cigarette, those off duty are sleeping on deck or taking a chance in the fore-cabin, not knowing what moment they will be blasted into the sea with perhaps flaming gas or oil wearing out their last breath of life. And there is the fellow at the wheel staring into that 3-in. per-hole, zigzagging and yet staying on a definite course, his guts growling for a mug of coffee. And the lookout with only the swells and stars for company, looking, looking, looking into the darkness first port then a head, then starboard till he imagines he sees what is not.

I happen to be "on the beach" now, living in a nice private home where I also stay a number of naval reserves. About 7 o'clock one of the boys yelled to me that the USO was giving a dance for us over the next block at a school, and would I care to go? Would I when I hadn't seen a white woman fit to speak to in the last two months? At the dance I made my way to the floor where several hundred couples were dancing. I was enjoying the music and the dance when someone said, "Are you sure you belong here?" He curtly told me if I did not have a card or was not a soldier, sailor or a marine, I should leave. I told him I was a merchant marine and of being torpedoed, and the major part we were playing in this war, to which he listened and then said I still couldn't stay even to look on.

This unpleasantness might be blamed on the particular individual who gave me the "rush." But the fact is that no general or official provision is made for the relief and entertainment of us who don't wear khaki, whites or blues. We ought at least (when not lost at sea or in it) to get a few of those muffins, tea and bonbons the USO belles struggle so hard to put out.

H. N. HOWARD

New Orleans, La.

● USO headquarters has issued a ruling to all branches that bona fide "cargo seamen" are now to be admitted to all USO benefits. Uniforms will not be required.—ED.

(continued on p. 14)



Chevrolet, America's Foremost Volume Producer of Cars and Trucks, Has Devoted Its Skills and Resources to Victory!

America's armed might is making its inspiring strength felt round the globe. Wherever our soldiers take the field, Chevrolet-built equipment serves them well—for Chevrolet-built is quality-built.

And quantity-built as well, to supply constantly-expanding needs. In huge plants the nation over—now expanded even beyond their peacetime proportions—skilled Chevrolet craftsmen work diligently for our country.

Their output can be measured only in multi-millions of dollars—for censorship prohibits revelation of production figures.

Sleek-winged bombers now are powered by Chevrolet-built Pratt & Whitney airplane engines.

Rugged, durable Army trucks which Chevrolet has engineered and built in multiple thousands for the past many months are aiding America's fighting men in every branch of the Service, everywhere in the world.

Armor-piercing shells, produced in vast quantities by Chevrolet, scream defiance wherever man challenges freedom. An ever-increasing number of aluminum forgings for airplanes . . . together with

many other different kinds of parts for other war producers, both within and without General Motors . . . are flowing from the great Chevrolet factories.

As our armed forces increase, so is Chevrolet bolstering its gigantic production army. Employment is increasing with each passing week. The contribution of these craftsmen to the national war program is tremendous now and will continue to grow day after day.

Accustomed to thinking and operating on a volume basis, Chevrolet proudly presents this report to America.

CHEVROLET

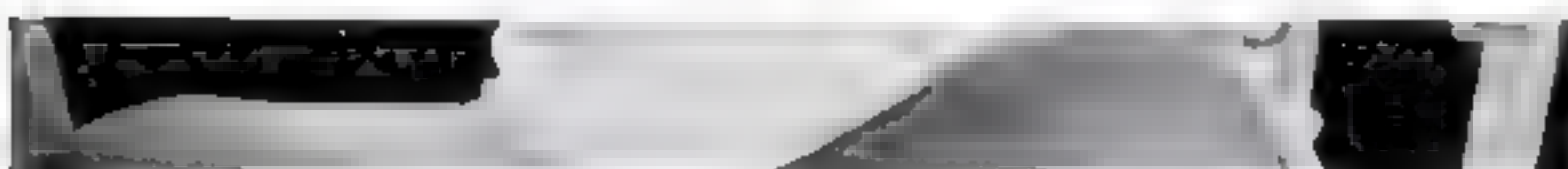
DIVISION
OF

AMERICA'S FOREMOST VOLUME
PRODUCER OF CARS AND TRUCKS

GENERAL MOTORS



GIBSON Protects Him!



...in Peace!

Building Gibson Freez'r Shelf Refrigerators to protect perishable food, from baby's milk to grandfather's grapefruit . . . building Gibson Kookall Electric Ranges to make all meals more enjoyable for the whole family—that was the practical way, in peacetime, for Gibson to help protect the home lives of Americans.

And every family who bought a Gibson Freez'r Shelf Refrigerator and a Gibson Kookall Range made a practical investment that is now paying them dividends of extra convenience, extra savings, and of extra time for today's tasks.

...in War!

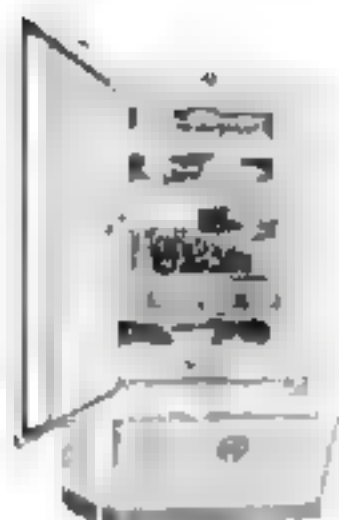
Now, the practical way for Gibson to help protect American lives and homes is the all-out building of war materials—that is now Gibson's job until final victory.

In accordance with U. S. regulations, Gibson's existing stocks of refrigerators are available only to Army, Navy, Maritime Commission and public health agencies. Since last winter the Gibson factories have been engaged 100 per cent in the production of war materials, to help win the war and to hasten the day of peace.

...when Peace Comes Again!

People bought Gibson Refrigerators in the past because of the exclusive advantages of the Gibson Freez'r Shelf, and they bought Gibson Ranges for the extra deliciousness of automatic electric cooking and the convenient adaptability of the Kookall—that is why, when you shop for your post-war refrigerator and range you will select these famous Gibson contributions to better living.

Prepare for that day now by investing in War Bonds and Stamps



GIBSON STRATA-ZONE
The one and only
Freez'r Shelf
Refrigerator



GIBSON KOOKALL
Automatic
Electric Range

GIBSON

REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN

Export Department, 201 N. Wells Street, Chicago, Ill.

LETTERS TO THE EDITORS (continued)

PRESTON & FOSTER

Sirs

In the Movie of the Week, *This Gun for Hire* (LIFE, June 22), you state the



ROBERT PRESTON

role of a sensible detective is portrayed by Preston Foster. However having seen the picture and having acted with Robert Preston, I am quite sure this



PRESTON FOSTER

role is enacted by Robert Preston and not Preston Foster.

PVT. SAMUEL LEIDERMAN
Camp Lee, Va.

● Apologies to Messrs. Preston and Foster whose pictures are printed herewith.—ED.

S.O.B. STEW

Sirs

Fine as was your story on Victoria, Texas (LIFE June 29) I sure would like to know the ingredients of "sonofabitch" stew.

E. J. HANSE

Wetmar, Texas

Sirs

... The ingredients for "sonofabitch" stew vary according to the notions of the persons preparing the same.

Generally the ingredients consist of all the edible (?) parts of a calf except the flesh or regular meat including the cod, heart, marrow gut, some of the lungs, part of the liver, the kidneys and sweetbreads. If flesh is included part of the loin is added. The mixture is thickened with flour, sharply seasoned and cooked like any other stew. It is prepared at a roundup or branding, when a calf is killed to feed the hands.

CHESTER EVANS

Victoria, Texas

CADETS ON PARADE

Sirs

As a West Point cadet on detached service with the Air Forces for the summer, I was thrilled to see your Picture of the Week of West Pointers, making their first public appearance of the war in khaki, in the New York at War parade (LIFE, June 29). You described them simply as an "infantry battalion." Is it possible that the steel helmets, packs and gas masks fooled LIFE?

ROBERT L. McCANNA

Sikeston, Mo.

● LIFE did not recognize the battalion of future generals in battle kit.—ED.

The Great American Gin
with the **INTERNATIONAL FLAVOR**



DIXIE BELLE
DISTILLED LONDON DRY Gin
Continental Distilling Corporation, Phila., Pa.

OVER 50,000,000 LHS Pipes sold in the last 25 years

LHS
SCORES AGAIN!

Exclusive "EXPANSION PROCESS" seasons every pipe before you smoke it.

The "Expansion Process" is our secret—a heat and sweet oil treatment that took over 700 experiments to perfect—a secret we now share with every man who smokes (and loves) a good pipe. Look over the new models at your dealers.

PUREX
Certified \$3.50
Sculptured \$1.50

Both can be had in Smooth or Sculptured finish; dozens of handsome models.

If your dealer can't supply you—write direct giving name of your dealer.

W. H. STERN, Inc.
100 East 40th St., N.Y.C.

Your father and grandfather smoked an LHS



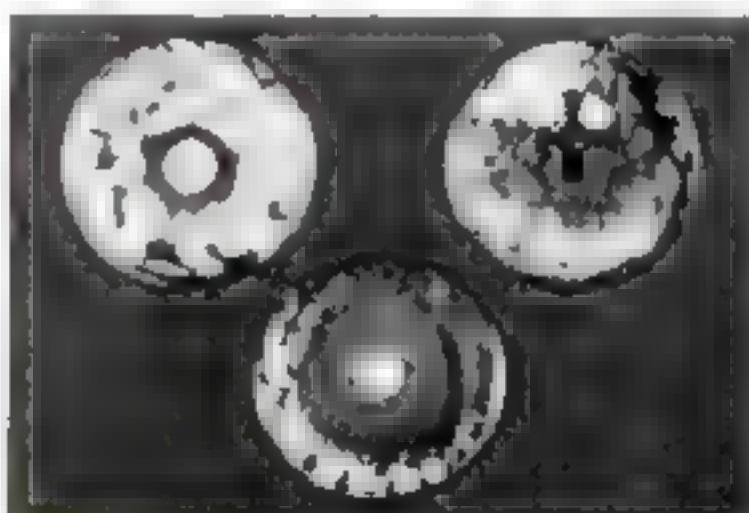
WAR ON FUNGI — SCIENCE COMBATS SUMMER THREAT OF ATHLETE'S FOOT

BELIEVE IT OR NOT, chances are you'll have Athlete's Foot this summer. Surveys show that more than 7 out of 10 people have the disease some time during the year. And spread of the infection is worst during warm weather, because the fungi which cause the disease thrive best in presence of heat and moisture.

As America's No. 1 Skin Disease, Athlete's Foot is a serious threat to the nation's war effort. *Everyone* should take action! Recently science has made important progress in controlling the disease with a new powder—Quinsana—produced by the Mennen laboratories. It is based on new scientific knowledge that Athlete's Foot fungi cannot live in an alkaline medium; and that re-infection may occur from shoe-linings. New 2-way treatment with Quinsana is proving sensationally effective.



USUAL SYMPTOMS of Athlete's Foot are chronic peeling and cracks between toes, blisters, itching, soggy skin. Mild symptoms may suddenly become more serious. Inflammation may mean bacterial infection; see your physician or chiropodist at once.



SUPERIORITY OF QUINSANA over two other well known Athlete's Foot preparations is proved in standard test above. Width of dark area around center of plates shows power to prevent fungus growth. Note far greater effectiveness of Quinsana—bottom circle.



IF YOU BOILED SHOE for 15 minutes, you might kill Athlete's Foot fungi that may thrive there. Of course, such treatment is not practicable. But, unlike liquids and ointments, Quinsana Powder may be used conveniently in shoes, as well as on feet. This 2-way Quinsana treatment should be used daily by everyone—both for relief and prevention.

AMAZING RESULTS OF 30-DAY TREATMENT WITH QUINSANA

74% infected before
Quinsana treatment

6% infected after
Quinsana treatment

REMARKABLE RESULTS being obtained with Quinsana are shown in chart above. Infection disappeared in practically all cases among large groups of persons.

Diabetics should be doubly sure to use Quinsana regularly. Quinsana is non-irritating, fungicidal, bactericidal, absorbent. *Pharmaceutical Division, The Mennen Company, Newark, N. J., San Francisco*

**NEW 2-WAY
TREATMENT FOR
ATHLETE'S FOOT**

QUINSANA IS ALSO EXCELLENT FOR
EXCESSIVE PERSPIRATION, FOOT-ODOR.



1. USE QUINSANA ON FEET DAILY AS
YOU DRESS; RUB IN BETWEEN TOES.



2. SHAKE QUINSANA IN SHOES DAILY. HELPS
PREVENT RE-INFECTION FROM LININGS.



3. FOR LARGE CAN AT DRUGGISTS
AND DEPARTMENT STORES.



HEALTH

Timetable of a Great

Launched by



Opening Rally—March 10, 1942. Plowing through sleet, snow and 40-mile wind, 350 wives, mothers and landladies of war workers in Westinghouse-Mansfield plant, attended first monthly meeting of "Health for Victory" Club, at the suggestion of Mrs. Julia Kiene,* Director of Westinghouse Home Economics Institute. Purpose of Club: to participate in the National Nutrition Program; to learn how to apply its principles to the everyday problem of keeping workers physically fit and on the job with proper food; to give women ready-made, healthful menus for every meal in the month.



Personal Counsel—March 13, 1942. In the week following the opening meeting, women eagerly accepted offer of Mrs. Julia Kiene for personal discussion of their individual problems of menu-planning and food budgeting. Also discussed more fully, were proper ways to cook food to retain vitamins, using kitchen equipment they now own, and possible "equivalents" for scarce food items. Practical questions raised in private conference were answered, and many were also used as subject matter in succeeding Club meetings.



Weekly Food Budget Around \$14.00 For Family of Five. Mrs. Kiene checks marketing habits of women; keeps in close touch with national food authorities and local merchants regarding foods likely to be inexpensive in weeks to come. From these facts, balanced menus are prepared for low-cost, vitamin-rich meals. Recipes also.



Wasky, Healthful Lunch Box Meals. Because of crowded conditions in plant cafeterias and lack of other eating places, many more workers now carry lunches. Club members are given lunch box menus which include such energy-building items as meat loaf sandwich, corn chowder, and apple betty. Men eat with greater relish; avoid mid-shift, after-lunch letdowns in efficiency.



"Health For Victory" Clubs Spread to Other Westinghouse Plants—April 21, 1942. Employee-wives at the big East Pittsburgh plant promptly organize their Club. Quickly, Springfield (Mass.) wives also join the crusade. Other Westinghouse war plants are now setting up similar clubs. Women show tremendous interest after meetings, eagerly sample foods they've just seen cooked.

FOR VICTORY!

Nation-Wide War Offensive

350 Mansfield, Ohio Housewives



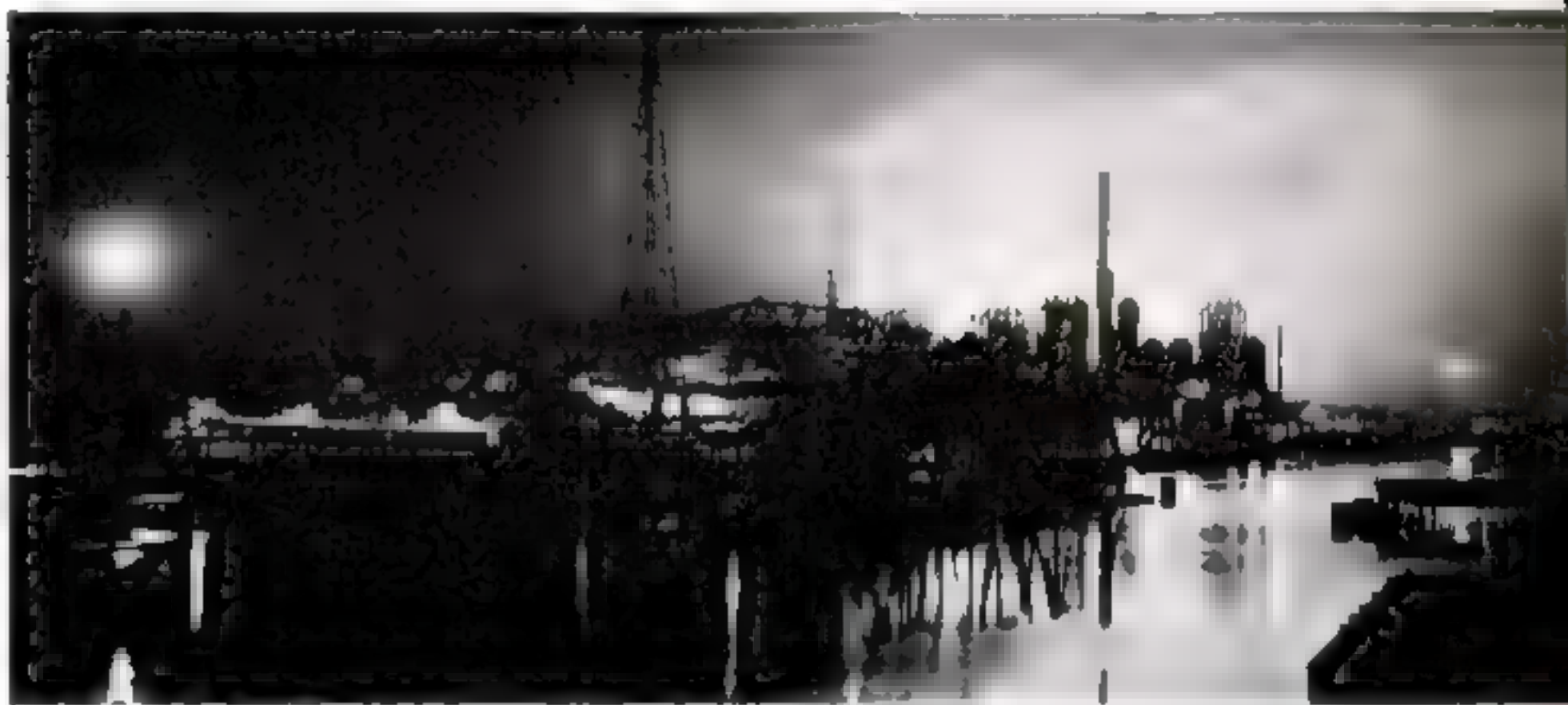
Quicker For Victory! "Health for Victory" Clubs are hard-hitting offensive to help remedy alarming national health condition revealed by Gallup Poll. Report showed war industry loss of 3,200,000 workdays in one month due to illness of workers—sufficient work-time to build 2 heavy cruisers, or 448 medium bombers, or 3,200 light tanks. Objective is to cut down absence-through-illness of workers by proper diet.



To help the National Nutrition Program join a "Health for Victory" Club if you possibly can. But if one hasn't as yet been organized in your locality, send for a copy of the new Westinghouse "Health for Victory" booklet—"The ABC's of Eating for Health." It shows you the simple, easy way to plan healthful meals; how to protect the vitamins in foods when cooking; and a wealth of other important facts for planning balanced diets.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.
248 East Fourth Street • Mansfield, Ohio

*Mrs. Julia Kiene (pronounced Kee-nee) is nationally known as a speaker and writer on home economics. After five years as home demonstration agent for Kansas State College, she became Home Editor of *Copper's Farmer*. Since 1938 she has been Director of Westinghouse Home Economics Institute. In serving the users of 30,000,000 Westinghouse home appliances, the Institute has accumulated a vast amount of experience and knowledge on nutrition and home management.



"Health for Victory" Clubs Now Forming in Other War Plants. Educators, editors, government officials, health authorities urge manufacturers of war materials to start own "Health for Victory" Clubs among wives of employees. Westinghouse Home Economics Institute, considering this activity a patriotic contribution to the nation's war effort, gladly offers entire plan, through local power companies, to any war industry desiring it.

NOTE TO WAR PLANT EXECUTIVES. If you are interested in starting a "Health for Victory" Club for wives of your employees, write Westinghouse at Mansfield, Ohio, for further information.

Government Officials Enthusiastically Endorse Program

WAR PRODUCTION BOARD: "I congratulate you on the ingenious plan which has been worked out to aid in the war effort through your 'Health for Victory' campaign," says Donald M. Nelson, WPB head.

U. S. OFFICE OF CIVILIAN DEFENSE: "Our volunteer workers throughout the Country are strengthening and extending local nutrition, health and welfare programs to keep our war machine in high gear. The 'Health for Victory' program is a real contribution to this effort," wires James M. Landis, Director.

OFFICE OF DEFENSE HEALTH AND WELFARE SERVICE: "'Health for Victory' Clubs may well prove an important contribution in advancing the goal of building a stronger America," comments Mr. M. L. Wilson, Assistant Director in Charge of Nutrition.

NATIONAL RESEARCH COUNCIL: "I sincerely hope that this and similar plans may be widely developed, as one means to ensure better health among war workers through our modern knowledge of nutrition," writes Frank C. Boudreau, Chairman of the Committee on Nutrition in Industry.

★ ★ ★

Meanwhile, an ever-growing group of Westinghouse-Mansfield women are justly proud that they have led the way for women of the country to take an active, fighting part in helping to win the war.

A HEALTHY AMERICA IS A STRONG AMERICA



Westinghouse

**ELECTRIC
HOME APPLIANCES**



"But I'm only
a little bit
that way"

THERE'S NO SUCH THING AS ONLY A LITTLE

by Don Herold

You either do or you don't.

There's no such thing as being only SLIGHTLY guilty of the unpleasantness which Mum can so easily prevent. If you're the least bit guilty of underarm perspiration aura, YOU'RE GUILTY, and the verdict for you is a life sentence... in the dog house.

In the old days, there may have been some excuse for a certain backwoodsman aura; some men even took pride in it. But today there's a new

It's a Mum
miracle!



code among men. They feel an honor bound to give off a pleasant impression as they do to keep clean. Mum, today, is as essential in a man's routine as a razor or a toothbrush.

Baths alone are not the answer. They work only backwards. But you must also do something to insure the continuance of a fresh, cleanly impression, and here's where Mum comes in.

Mum is a fragrant, time-tested cream which prevents perspiration odor without stopping perspiration, irritating the skin or injuring clothes. A couple dabs under each arm each a.m. and a couple before p.m.'s out, and you're safe. See your druggist today.



MUM TAKES THE ODOR OUT OF PERSPIRATION

SHU-MILK'S NEW METHOD

whitens shoes in 1/2 the time



CLEAN WHITE SHOES the speedy... easier, neater Shu-Milk Applicator way. Tests prove it twice as fast as the old-fashioned method. No smeared edges. No messy hands or finger-nails. Modern Shu-Milk is the perfect answer for two-tone shoes. Won't cake or stiffen leather.

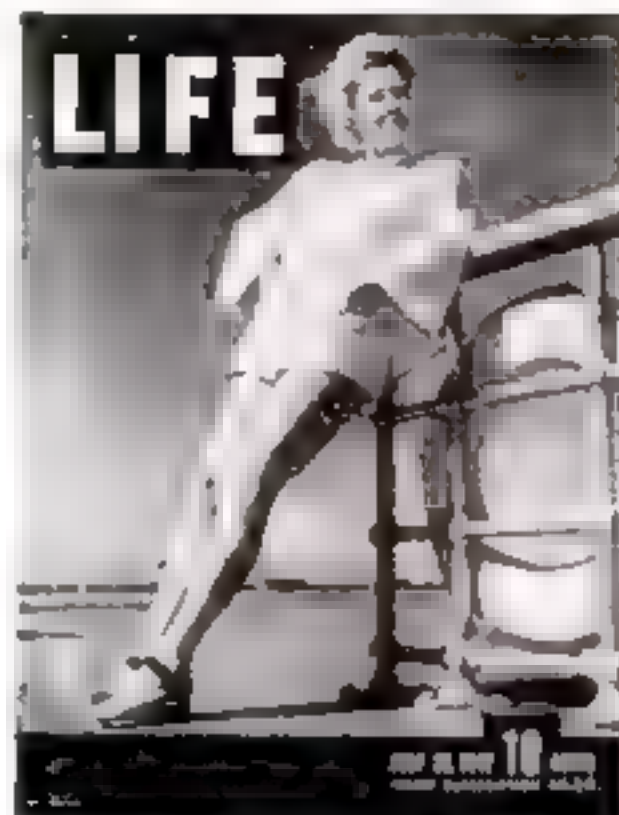
Buy Shu-Milk at drug, dep't, grocery, 5 and 10¢ stores, or shoe repair shops. Shu-Milk Cleaner, 10¢; with Applicator, 20¢. SHU-MILK PROD. CORP., Passaic, N. J.



... works like a Fountain Pen

SHU-MILK CLEANS ALL WHITE SHOES

LIFE'S COVER



The little garment on this week's cover is a tricky thing. It has the strange property of making the wearer appear more naked with it on than with it off. When Betty Jane Hess, who wears it so nonchalantly on the cover, appeared on the boardwalk at Rye Beach, N. Y. in only her bathing suit, she was just another pretty girl in a bathing suit. When she put on the coat, people stopped and stared. When the wind began to blow they held their breaths and wondered. For further examples of short coats, see pages 94-97.

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CHANGE OF ADDRESS: Three weeks notice required for change of address. When ordering a change please give both the new and the old address



The "streetcar scramble"—swell way to save your tires, but no way to save fragile stockings! The sudden strain of a hop, skip, or jump may snap delicate threads—so take care!

Smart girls find it pays to ask for Cannon Hosiery... because Cannon's air-pressure machine inspects every stocking for microscopic flaws. You buy only perfect Cannon Hosiery—full-fashioned, flawless, triple-inspected.

*Cannon
Hosiery*

MADE BY THE MAKERS OF
CANNON TOWELS AND SHEETS



THE ONLY GENUINE
WINDBREAKER
REG. U.S. PAT. OFF.



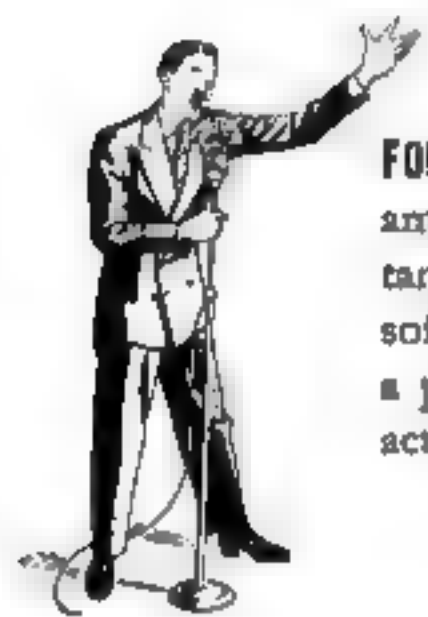
SHOWER-PROOF \$8.95
GABARDINE

WINDBREAKER is America's
Most Famous Name in Jackets
A Masterpiece of Craftsmanship
STYLES AND FABRICS FOR
MEN, BOYS AND JUVENILES
SEE WINDBREAKER WINDOW DISPLAY
AT LEADING STORES EVERYWHERE

JOHN RISSMAN & SON
CHICAGO

ANNOUNCING A **NEW**
SUPER-FINE POWDER
 THAT'S GOOD TO
YOUR TEETH!

THE NEW
KOLYNOS
TOOTH POWDER

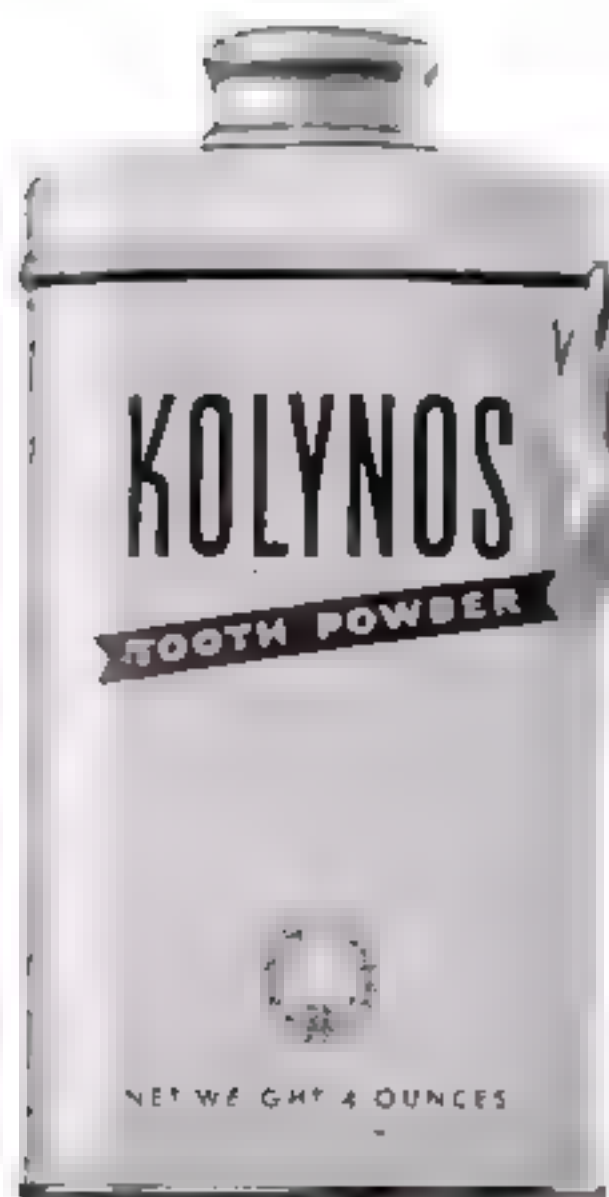


FOLKS, IT'S SUPER-FINE because it's super-pulverized. An amazing process—used by Kolynos—grinds and re-grinds tangy-flavored Kolynos until it's light as thistle-down... soft as velvet—as super-fine as an expensive face powder! And a powder as super-fine as this is sure to be safe, gentle-acting... really good to your teeth.



IT'S SUPER-EFFICIENT. Kolynos transforms into bubble foam as you brush your teeth. And this foam is so fine in texture that it not only cleans and polishes the flat surfaces of your teeth, but surges into the tiniest crevices... helps your toothbrush whisk away those hidden food particles that often cause discoloration and decay.

IT'S SUPER-FLAVORED, TOO. Kolynos' tangy, bracing flavor is completely new and different. You'll say it's the most refreshing you've ever experienced. And you'll be delighted when you discover how its cool, clean taste lingers on after each brushing.



TRY IT AT OUR RISK! You must agree that the new Kolynos does a better job of cleaning your teeth...refreshing your mouth...than any other dentifrice, or you get DOUBLE YOUR MONEY BACK!

KOLYNOS TOOTH POWDER

IT'S GOOD TO YOUR TEETH BECAUSE IT'S SUPER-FINE



(Above) John B. Hughes. His popular evening broadcasts, "News and Views with John B. Hughes", are heard over the Mutual Network. See your newspaper for time and station.



The SOLDIER Whose LETTER Never Comes

IT IS 10 minutes to taps.
Blankets are being pulled back
Cots springs squeak, complain, and
then hush still

Stout shoes are shucked Talk is low
and voices soft as when men speak
and think of home.

It is the hour when folks at home may
look out at the night and pray. Or
just wish—hard

From the lavatory at the barrack's
end comes a yelping jibe, the muted
scrubbing of sound white teeth, as
he-men horseplay and wisecrack to
the finish of another day.

One cot shakes, its steel whimpers.
A fighting man is sobbing.

★ ★ ★

IT IS the boy whose letter never
comes

Day after day, the clerk calls out the
names, and precious packets and let-
ters, even post-cards, are snatched

This boy, there, now, he never pushes
to the fore. He tries so hard to pre-
tend he expects nothing. So that every
man in his outfit knows.

Men exchange glances. He turns,

studies a gasp and is silent, wide awake

★ ★ ★

5 MINUTES to taps.

Under the bright bulbs that will
soon snap black, hungry eyes are
scanning once more the letters that
came today. A few snapshots are
proudly passed.

Murmurs . . . a low laugh . . . Tuck
me in, please, corporal . . . Good
night, now, you and you.

Lights out!

Taps.

★ ★ ★

GOOD clothing, and plenty of
it, good food, and plenty of *that*
—these every U. S. fighting man can
have

These, your government can buy with
your taxes and with war bonds and
war stamps

These every man gets.

But, fighting men need good mail, too!

The boy whose letter never comes
twists and turns again. Probably the
springs make that sound

Tomorrow will be another day.



JUST as there are soldiers who never
get letters, there are sailors who
are let-down at taps, too

Even a three-hashmark Marine has
been known to suspect postmasters

In the Coast Guard, first-man-ashore
is usually the mail orderly.

Nobody knows such things better
than the good gray generals and ad-
mirals who command our boys and
men

Submarines dared everything to carry
U. S. Mail to Corregidor.

SO, please write him now.

Plainly, it is our duty, here at
home, to furnish good mail, regu-
larly and frequently, to every friend
and relative we have in service

For more than we realize, perhaps,
depends upon how well we keep fight-
ing hearts happy, eyes bright, and
chins high

Listen, that boy whose letter never
comes is stirring again.

Get your pen

Put it to work right now, for you owe
your country letters to *him*.

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It's FUN TO LIVE UP TO UNCLE SAM'S HEALTH RULES



Florida Grapefruit Juice in cans is so refreshing —so delicious!

One of the basic rules Uncle Sam has set up in the nation-wide drive for better nutrition is:

Eat Vitamin "C" Foods every day

Well, that's no hardship. The pleasantest and most economical way to carry out that health rule is to drink one or two glasses of canned Florida Grapefruit Juice daily.

You'll enjoy every drop. Canned Florida Grapefruit Juice has a keen, stimulating tang —an appetite-arousing deliciousness. Keep

several cans in your icebox. Serve cold.

As the chart below shows, canned Florida Grapefruit Juice is one of the biggest Vitamin "C" bargains on your grocer's shelves. Remember—"C" is the vitamin that helps build vigor and vitality—helps men and women stay young—and gives many other important benefits. It's patriotic to keep fit. Drink one or two big glasses of canned Florida Grapefruit Juice every single day.

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA



CANNED GRAPEFRUIT OR ORANGE JUICE is one of the cheapest sources of Vitamin "C" on sale at your grocer's.



CANNED GRAPEFRUIT SECTIONS make room for summer snacks and desserts. No need to add sugar.

CANNED CITRUS SALAD is a tempting combination of whole grapefruit, grapefruit sections, and fruit. In the can today from your grocer. You'll love it.

Canned FLORIDA Citrus Fruits

GRAPEFRUIT SECTIONS • GRAPEFRUIT JUICE • ORANGE JUICE
BLENDED ORANGE & GRAPEFRUIT JUICES • CITRUS SALAD



LIFE'S PICTURES

Falstaffian George Karger, who photographed *This Is the Army* (pp. 72-75), has been responsible for making many Broadway stars late to bed. Karger shoots most of LIFE's stage stories after midnight, requires actors to perform specially for his camera, keeps them good-natured by comic displays of magic. By 3 a. m., Karger says, the Army show's big company of 250 soldiers was sleepy—they'd all been working—but still wonderfully cooperative.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; COL., COLUMN; EXC., EXCEPT; LT., LEFT; INT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDE WORLD.

He also serves



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1. Keep the Mimeograph duplicator clean, free of dust, dirt, grime. Keep the machine covered when it is not in use.
2. Keep the machine properly oiled. Oil all bearings and other places where friction occurs, with a good oil of medium weight.
3. Handle the machine with care. Don't work the adjustments roughly. Change the speed of the electric motor only when it is running.
4. Make the ink pad last longer by agitating it every day. Change the pad every 30 days—or oftener if the machine is used continuously.
5. Take care of the rubber parts they're hard to replace. Watch the impression roller—keep it free from ink. Paper stock is unusually lousy today—lint may collect on rubber parts. Wash them with soap and water.
6. "Gang up" the work when it's practicable—running all 3 x 5 cards at one time, letter-size and legal-size materials at other times. This saves time in making adjustments.
7. Run only one "test copy" for position. Make the second copy through the machine a perfect copy—and the start of your "run."
8. Cut down on "overruns." Produce only the exact number of copies you need. Saves paper—ink, too.

Portrait of a Patriot: without Uniform—the American office boy

There's a young fellow today who is doing the job a little better than he ever has before. A little more shipshape in execution. A little faster footwork on errands. A little older point-of-view on the office appliances he manages. The Office Boy . . .

Headlines in the papers tell us why office machinery and supplies are harder for most of us to get.

The boy at the Mimeograph duplicator is "up" on conservation as much as he is on what's happening in the Pacific. His heart is telling him that taking care of other people's property reflects the highest degree of patriot-

ism, demands the utmost in personal integrity.

Your office boy knows our armed forces require Mimeograph duplicators. The one he operates for his boss is impossible to replace. He's handling it with care, oiling and cleaning it with regularity.

He plans work. He makes "first" copies good; he counts what you need and doesn't waste ink or paper unnecessarily.

And he's maintaining that attitude of conservation through every other phase of his office operation. For instance, you're getting pencils sharpened a little shorter. More power to him! A. B. DICK COMPANY, Chicago.

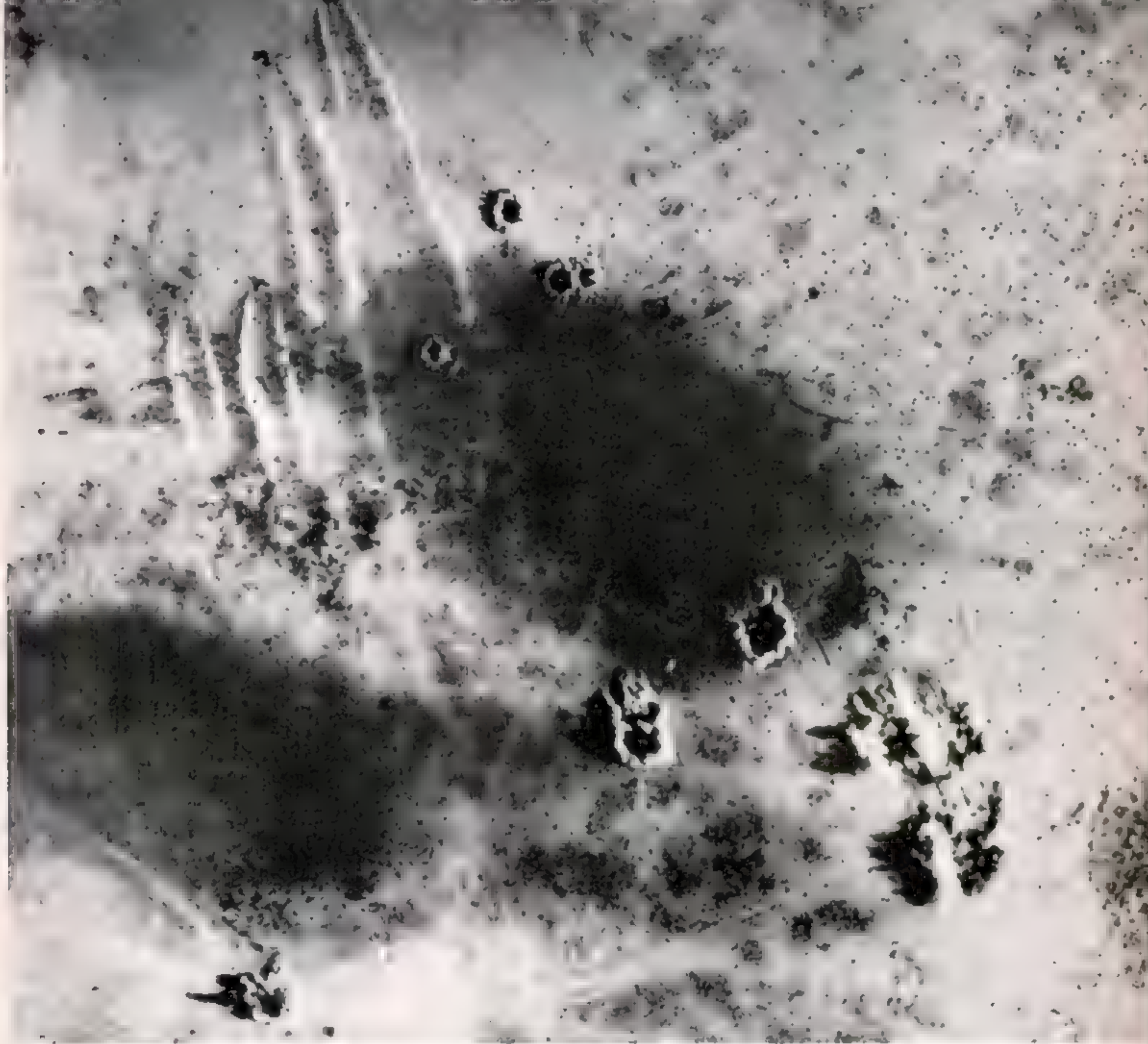


Mimeograph duplicator

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NOVEMBER 17, 1942



ON THE NORTH AFRICAN DESERT FOUR GERMAN FIGHTER PLANES SCURRY OFF THE MARTUBA AIRFIELD PAST A WING TEE (WHITE T), AS U. S. BOMBERS UNLOAD ON THEM

AXIS OPENS ITS BIG 1942 DRIVE

Nazi Afrika Korps leads off with
smashing thrust into Middle East

The hour had struck for the 1942 hammer blows of the Axis all across the world, from Russia and Egypt through China to the Aleutians and the Atlantic sea lanes. The United Nations shook under the staggering assault of superior force—intelligently planned and brutally driven home. For the Axis was pounding for victory in 1942. And last week its armies snuffed the heady smell of victory in combat.

THE VICTOR was the headline given by German papers to Field Marshal Rommel, who had pulled up in a cloud of dust at the gateway to Alexandria and Suez. He had smashed a good part of the British Eighth Army of 100,000 and was meeting reinforcements from two other British armies, the Ninth and Tenth. On the following pages LIFE shows Rommel's crack

Afrika Korps and how they fought the Battle of Egypt.

The British Army of the Nile was still commanded by Indian cavalry officers who liked to think of the tank as a very heavy horse. They had pulled near Knightsbridge another Charge of the Light Brigade, in which 230 of 300 "heavy horses" were destroyed in a few hours by Rommel's fast-firing, high-velocity, fast-moving guns. They were without the desert-hardened Australian veterans, who had gone home. They had failed to understand that the mobile gun on tractor or tank had taken mastery over armor.

Meanwhile, every night under a bomber's moon Rommel regrouped and supplied his mobile guns and tanks, while in Cairo the famous belly-dancer, Hekmet, was shaking herself in the Continental Roof Garden.



GERMANS ON TOP OF 22-TON MARK IV TANK, ARMED LIKE AMERICAN MEDIUM WITH 75-MM. GUN, CANNOT SEE OR BE SEEN IN BLINDING DESERT SANDSTORM, HENCE SIT OUTSIDE

ROMMEL'S AFRIKA KORPS IS MODEL SMALL ARMY SPECIALIZING IN HIGH FIREPOWER

The best small army so far engaged in this war is the German Afrika Korps of Field Marshal Erwin Rommel. The first revealing pictures received in this country of this model outfit of about 50,000 men are shown on these and the following pages. They show unmistakable signs of preparation, simplification and imagination. Everything in the Afrika Korps has a purpose: nothing is there because it is customary. The men are meticulously trained to long hours in tanks, to long runs without water, to sand in their food and hair and bedding, to fly bites and sores, to a heating, unending wind sandpapering their faces. But they are also given every convenience possible—Italian mineral water, mosqui-

to netting, special razors, German-English dictionaries, gloves, sweaters, greatcoats and the like. They have spare gun barrels, tank periscopes, gyrocompasses and precision instruments.

Rommel, a brave and bitter martinet who took command of the Afrika Korps in 1940, asks his men to fight half the day and maneuver half the night. Like every first-class general throughout the history of war, he goes out and inspects his battlefield in person. He interviews prisoners and is willing to take a chance on such information. When his front units advance, he lashes his rear units forward too. At night he supplies them with gasoline, ammunition and water by truck

and by air. Nearly every truck drags its own trailer loaded with supplies. There is a common-sense simplicity about every move that is in marked contrast to complicated British military methods. The German drivers are trained in navigation so that they can maneuver at night without getting lost or running into their own minefields.

Rommel has two armored divisions, the 21st and 13th, and the 90th Light Infantry Division, plus Italian units. His basic tactic may be described as concentration, dispersal and rapid reconcentration. But when he hits, he hits with everything. That means primarily guns. For a catalog of Rommel's guns, turn the page.

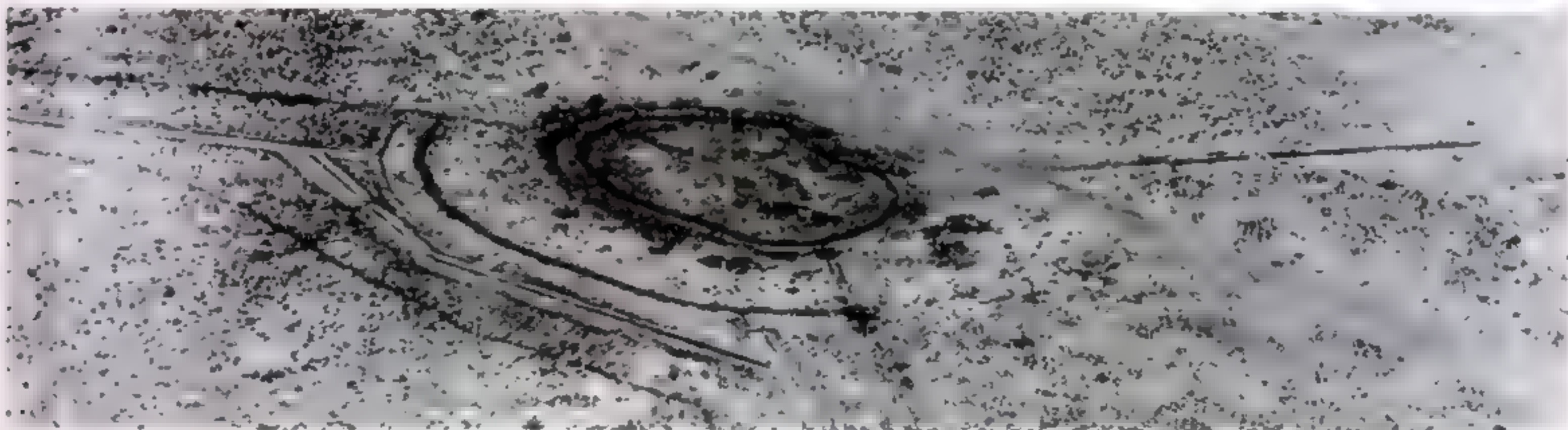
Field Marshal Rommel (*in cap and rolled socks*) takes a snapshot in the field of one of his guns camouflaged to look like a tent. Unlike most Nazis, Rommel is poor photographer

German rear camp of special desert tents has barbed wire against commando raids. Swimmers in the sea beyond may jump into corpses of all nations. Notice two newcomers not as tanned as the others.





GERMAN FUEL TANKS AS WELL AS WATER TANKS ROLL UP TO ADVANCED POSITIONS. GERMANS MAKE THROUGH-HAULS FROM BASES, DO NOT LIKE INTERMEDIATE SUPPLY DUMPS

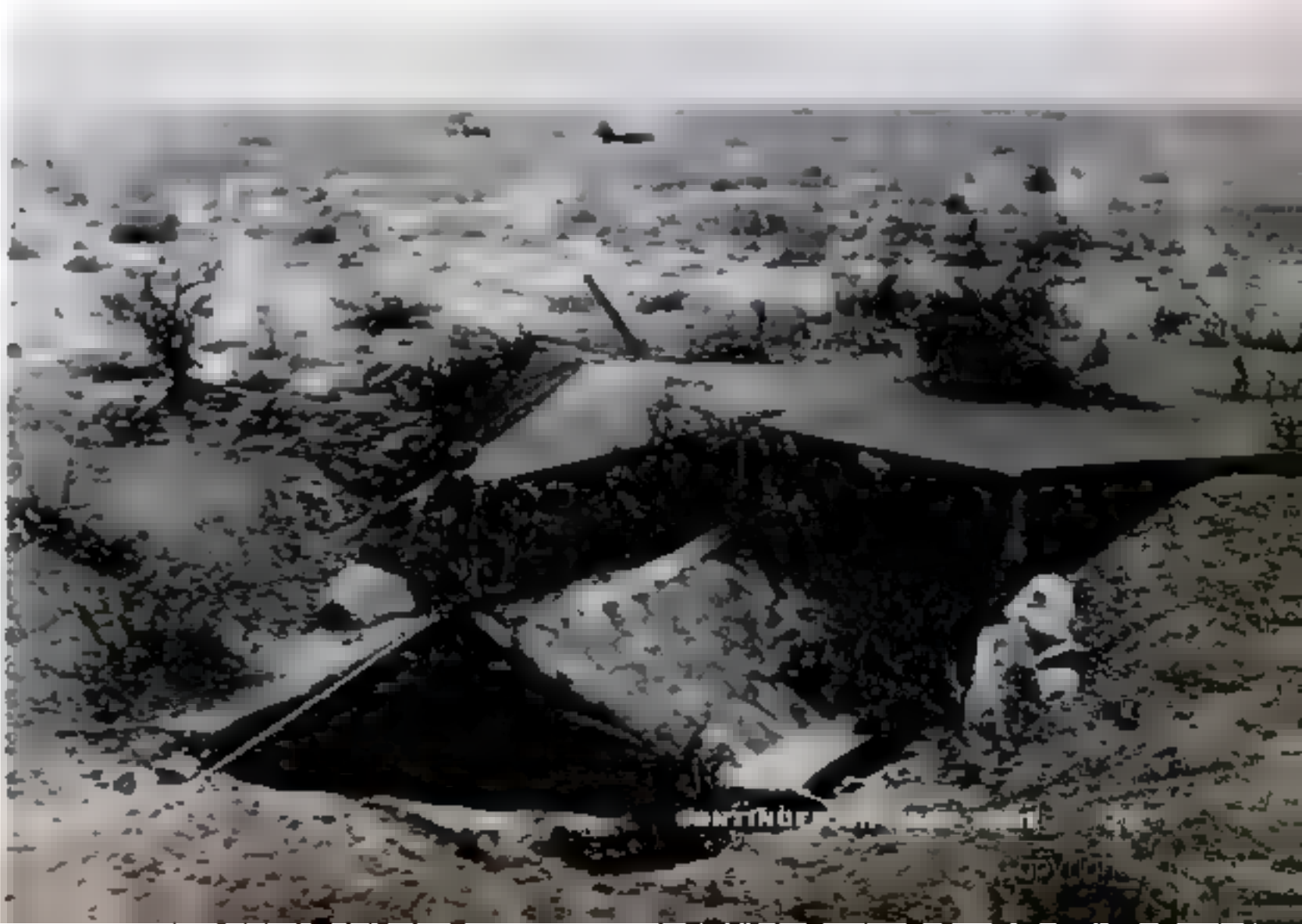


BRITISH STRONG POINT ON THE PERIMETER OF TOBRUCH WAS SURROUNDED BY A DITCH PACKED WITH ANTITANK GUNS AND MACHINE GUNS. SPOKES RADIATE TOWARDS ENEMY

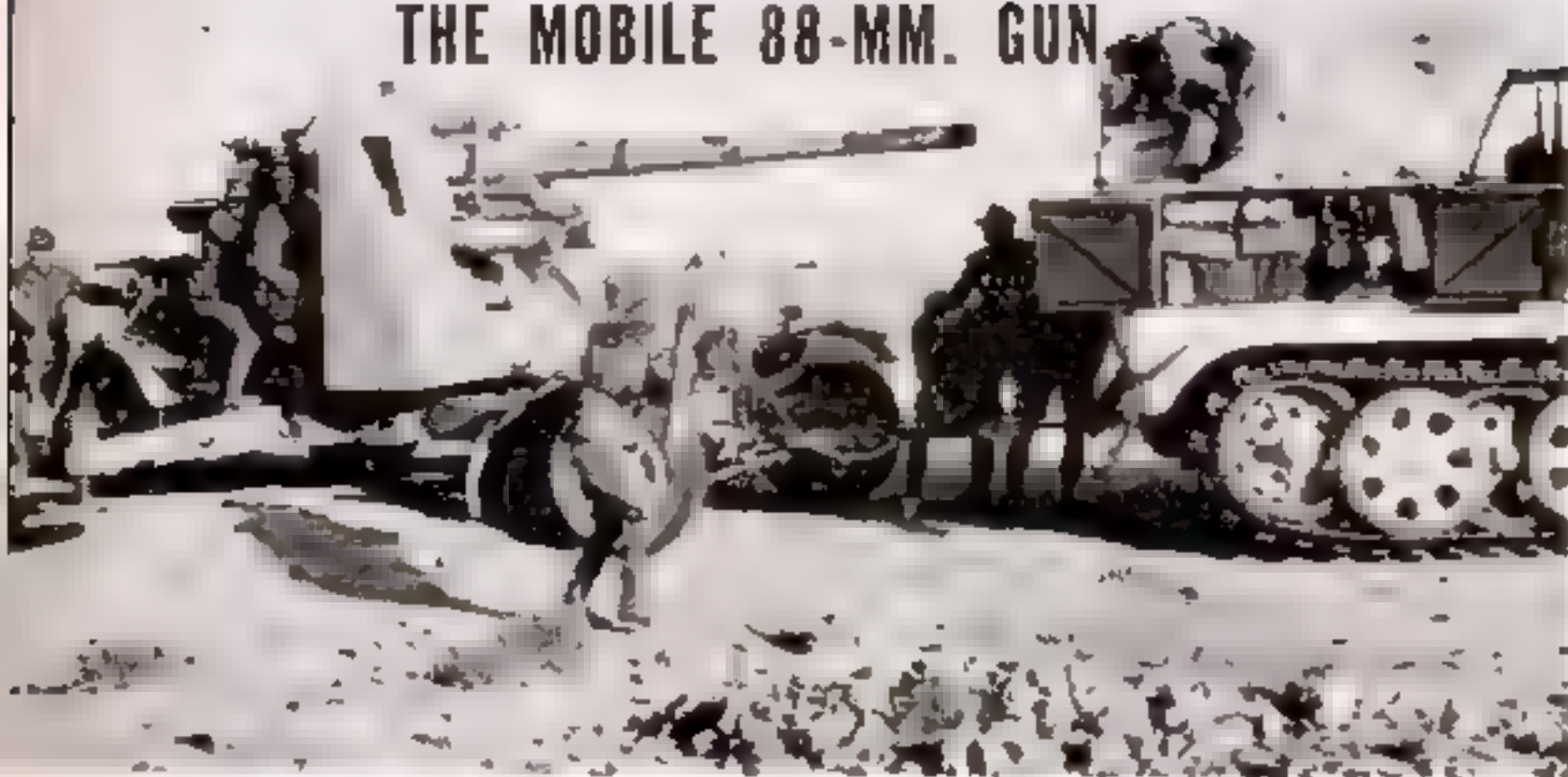
Brown and tough, hardened young Germans of the Afrika Korps spot British positions and phone back the news (left). These men have had a year and a half of conditioning to heat, sand and no water.



Desert tent with two dug-in, camouflaged wings is fairly cool and free from dust blows. It is not worth bombing and is hard to spot from the surface. Life is dull and lonely.



THE MOBILE 88-MM. GUN



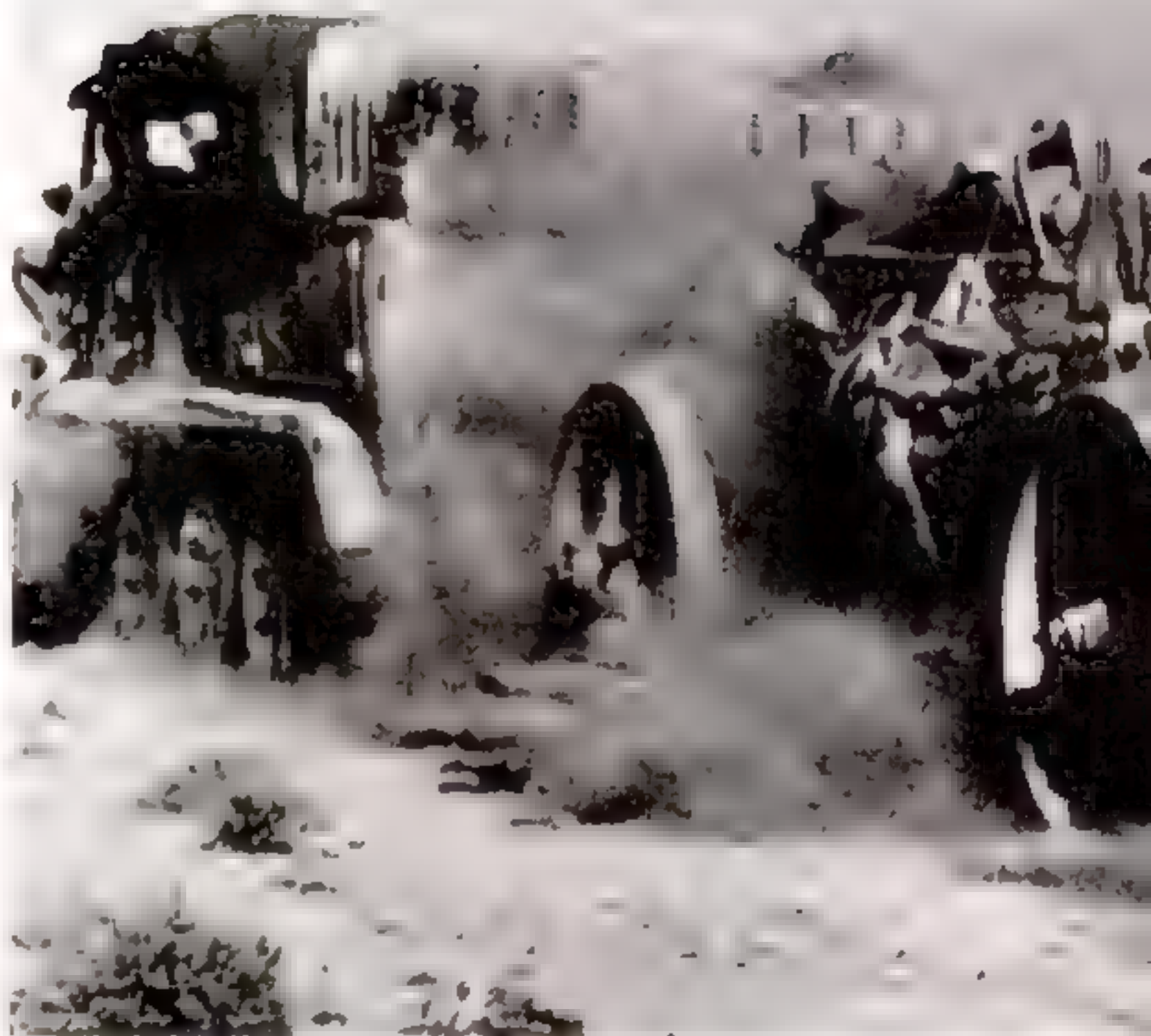
The German gun that overnight became a household word was the mobile 88-mm. (3½ in.) here being unhooked from Mercedes armament tractor as crew flaps down side outriggers.



Into position the 88-mm. in preliminary fires is rolled in hand. Outriggers to hold gun steady while firing fold up in transit. Rings on barrel show gun has knocked out eight British tanks.



The gun fires in recoil. It easily punches such holes in tanks as those shown below. Because of higher velocity of armor-piercing 88 shell, aiming gun is much simpler than a 7½.



Maelstrom of desert sand sweeps along with a German 150-mm. (6 in.) howitzer, which out-ranges and outravels the equivalent 6-in. British howitzer, a leftover from the last war. This is

GERMAN GUNS CONQUER TANKS AND PROVE

The master secret of war is to sock the enemy with more metal and explosives than he socks you with at every point you meet him. The story of how two out-manned German army in Africa drove back the British is told in these pictures. These guns use every trick the Germans can think of to shoot the daylight out of the Allies. If more shells could be thrown farther and faster with elastic bands or liquid oxygen or atom smashers, the Germans would use them too. To get this firepower where it will hurt most, the Germans in Africa made everything mobile. They had a *Sonderzug*—unit of mobile guns, self-propelled or tractor-drawn, and they had the best attack man in the German Army, General Neering.

This gunfire, for the first time since the days of the Civil War, was planted



Artillery ambush, laid by Germans for unwary British tanks, uses the 88 this time in a dug-in position. Five rings on barrel show gun's score in tanks. High-velocity blast (2,900 ft. per second)



the standard, old-fashioned field artillery, usually firing behind lines, as distinguished from the mobile antitank and anti-aircraft weapons shown at left and right. This howitzer is a gun-killer.

LAW THAT STRIKING POWER IS EVERYTHING

right up at the front line, unlike the artillery of World War I days. Whenever the tank came within reach, it was smashed. The so-called "methods" of the blitzkrieg had been long since dropped by the Germans, just as the British caught on to them. The tank had had its day against unprepared infantry and machine gunners. The Battle for Egypt proved that armor alone could not save it against the new antitank guns and self-propelled artillery.

The prince of these guns is the little 1-in. Guerlich (*lower right*) whose shell half jams in the tapered barrel so that the expanding gases finally blow it out at a rate of 4,750 ft. a second. Heretofore, the Anglo-Saxon practice has been to try to equal the German guns of this year, not surpass the German guns of next year.

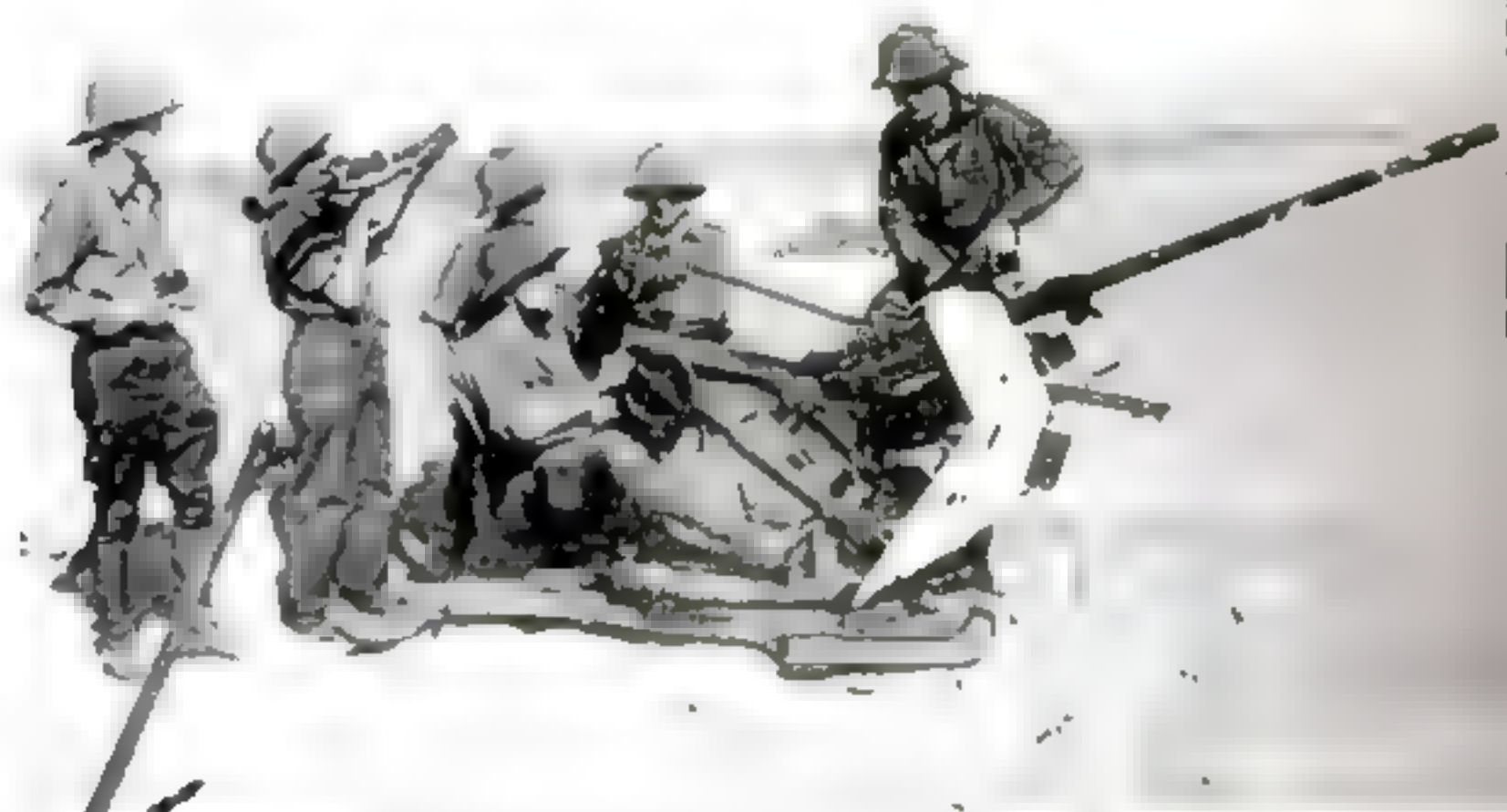


is kicking up dust, through which gunners peer with binoculars. In great German ambush near Knightsbridge June 13, 230 out of 300 British tanks were destroyed thus without a German loss.

NAZI ANTITANK GUNS



Antitank rifle was cheerfully stolen from Poles by Germans in 1939. Firing at 4,000 ft. a second, it can put a hole through 1-in. armor of light tanks and knock off big tanks' eyeports.



Automatic cannon with Rommel's Afrika Korps fires 20-mm. shell rapidly (200 a minute) at 2,900 ft. per second at tanks and planes, from ground or truck. Barrel demounts instantly.

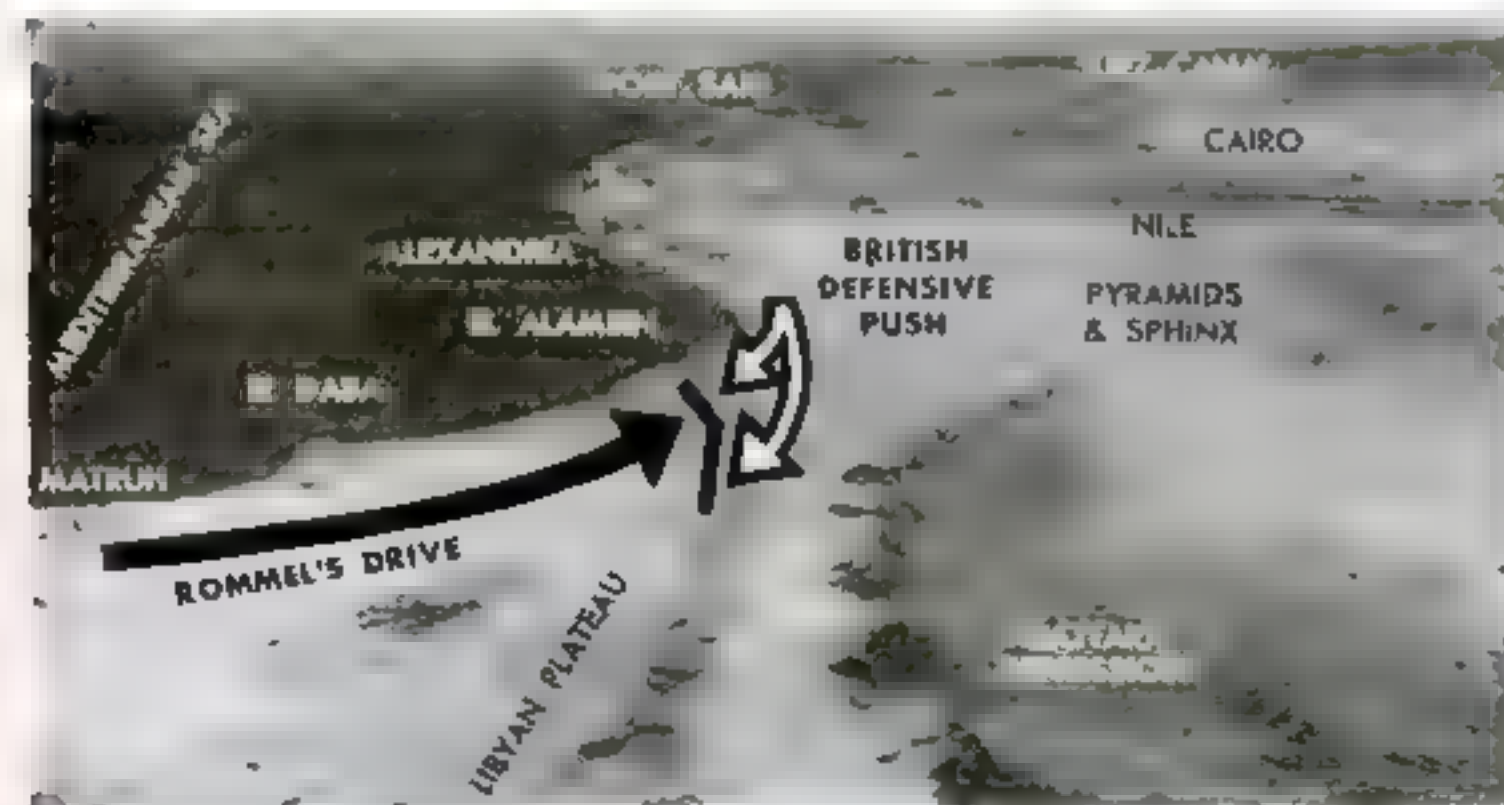


Best antitank gun is German Guerlich (*above*) whose 28-mm. shell reduces to 20-mm. in tapered barrel, spits out at 4,750 ft. a second. British have captured this piece. Below is a 30-mm.





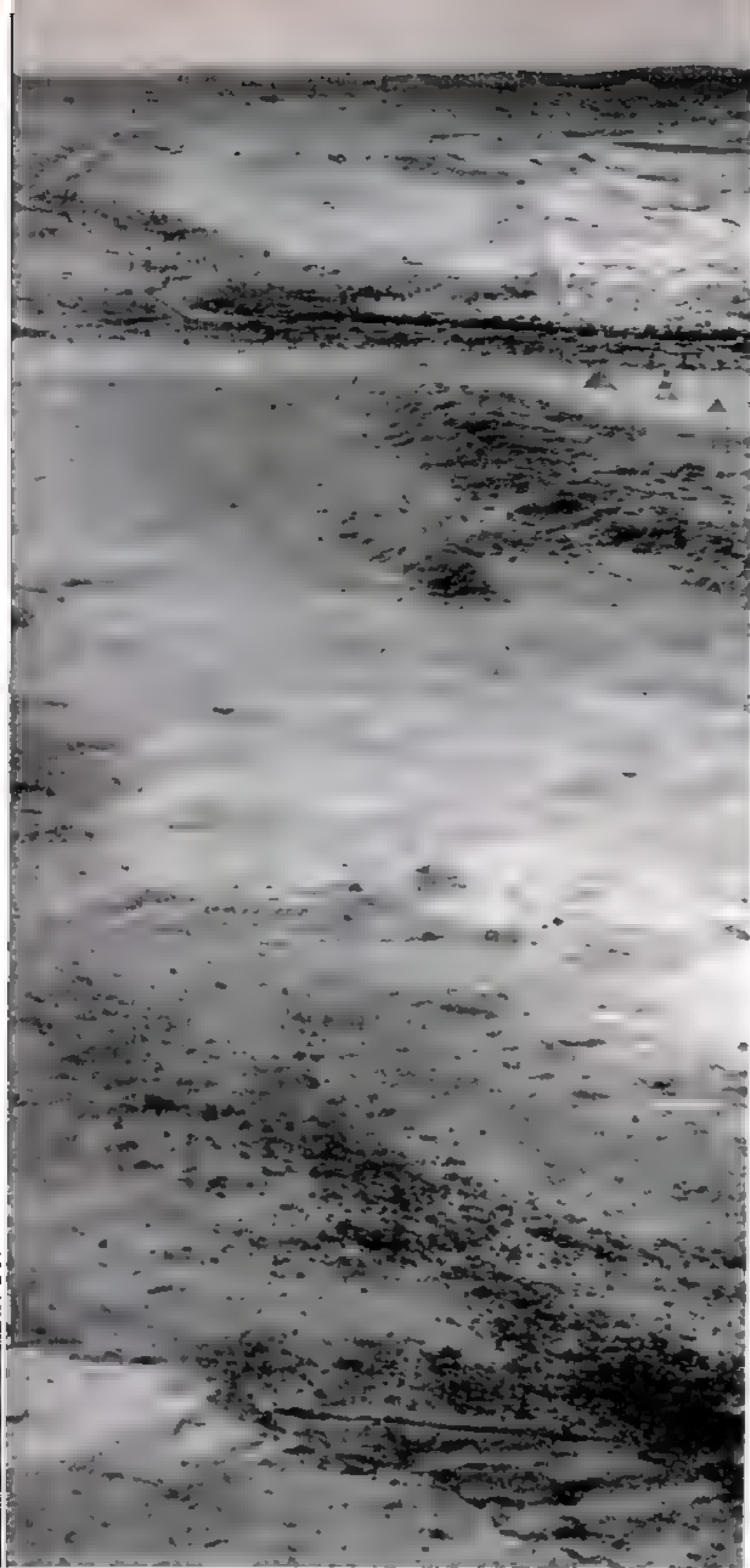
THE BATTLEFIELD OF EGYPT, LOOKING EAST FROM MATRUH (EXTREME LEFT), ALONG COAST TO ALEXANDRIA WITH ITS NAVAL BASE, AND ON TO THE WINDING MOUTHS OF THE



THE DESERT BATTLEFIELD IS THE DOORWAY

The desert of North Africa is cruel and wide. But at its far end, just beyond Rommel's reach, lies a paradise that holds the key to half of Africa and all the Levant. The airview above, taken of a terrain model designed by Norman Bel Geddes, shows the gateway to Alexandria and the Nile. A guide to the picture is at left. Naturally the towns appear much bigger than they really are. The solid line between the arrows at center left marks the German position on July 11 at El Alamein.

What foiled Rommel's drive in toward the coast was the vast, salt Qattara Depression, *right*, rashly called "impassable" because of its cliff wall and the marshes in which run leopard, bear and plover. Often before, the Axis has made a point of going through the "impassable." But at this neck between the Depression and El Alamein, British General Auchinleck massed "a forest of guns" and held

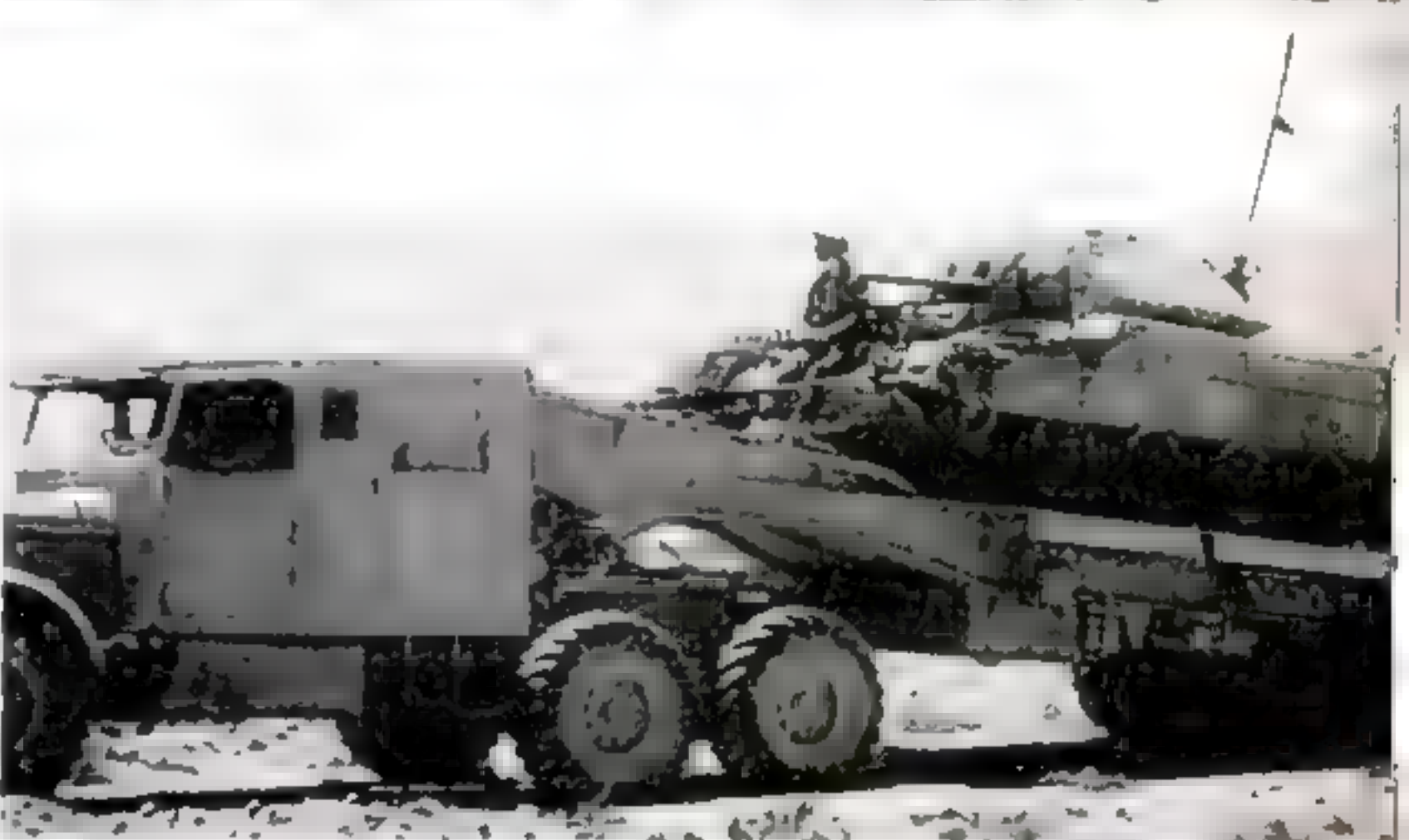


NILE. AT RIGHT IS "IMPASSABLE" QATTARA DEPRESSION, PYRAMIDS AND CAIRO BEYOND

TO RICH NILE DELTA, SUEZ AND THE EAST

Rommel with guns rather than tanks. His New Zealanders, called in from Palestine and thrown against Rommel's 90th Light Division, took the battle cry, "Make it heavy for the 90th Light." Two fresh British armies, the Ninth and Tenth, that had been cooling their heels in Palestine and Iraq (far upper left, over the horizon) rushed into battle, while British M. P.'s suggested that Britain borrow a general from Soviet Russia. Some ships began to slip out of the great naval base at Alexandria toward escape by way of the Suez Canal and the Red Sea. Cairo still danced and flirted, while dust-covered ambulances rolled silently into the city.

No matter how it turns out, the long-drawn-out Battle of Egypt will be read in the history books of the future as one of the world's decisive battles, a crucial turning point one way or the other. For how it fits into the worldwide arena, turn the page.



Recovery and repair of disabled tanks during and after battle is a German specialty here shown being emulated by a British crew. Recovery truck lays down a two-track runway up which it pulls tank. In a well-equipped outfit, tanks hitchhike into battle on these trucks to save wear and tear. Explosion shown in the last picture is a mine set off by British engineers.

Axis Drive of 1942 (continued)

RUSSIA AND CHINA FIGHT BACK TO BACK TO REPEL TITANIC AXIS ASSAULTS

The Battle of Egypt was a fight for big stakes but it was only a small part of the world battle slamming across the wide continents and the oceans. The British and the Americans are fighting out on the edges but the men in the grim center of this deadly melee are two great fighting peoples, the Russians and the Chinese.

The Russians met the great German offensive of 1942 on almost the first anniversary of their war. Into a hole barely 125 miles wide, halfway between Moscow and the Black Sea, the Germans had hurled over 100 superbly equipped, highly trained divisions, an army in itself bigger and better armed than the U. S. hopefully expects to have at the beginning of next year. This great murderous, slashing, circling, milling force was pointed toward the Volga River and the Caspian Sea. At every point it outpressed the furious Russian defenders of Marshal Timoshenko. The immensity of combat, of firepower, of human heroism and slaughter on this arena was something the Anglo-Saxon allies had not yet even dreamed of.

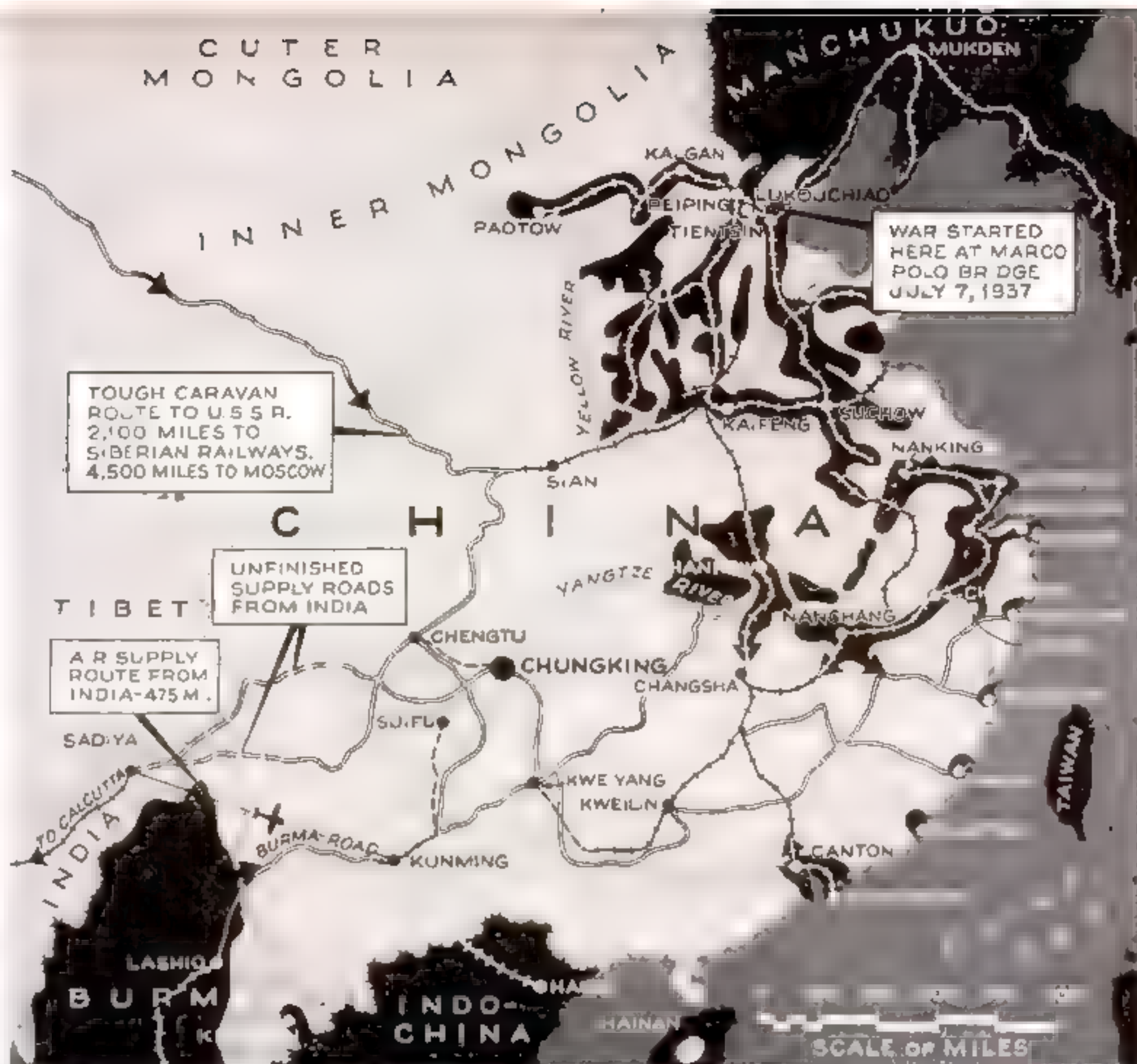
This southern drive in Russia, besides splitting Russia in two, was aimed to accomplish the same end as Rommel's campaign in the Middle East. That was to cut the Persian-Caspian supply route by which Russia's allies can feed in arms to her battered armies. The other supply route, to Murmansk and Archangel in the north, was last week under terrible fire by German planes and ships. It had always been a dangerous route at best but the Arctic 24-hour day made it doubly so.

Worse yet for the Allies, Hitler had reportedly ordered over the direction of his armies to his professional Army generals and they could not be counted on to repeat his 1941 mistake of attacking everywhere at once in Soviet Russia.

Fighting back to back with Russia was China, commemorating not the first but the fifth anniversary of one of the foulest wars in human history. The Chinese, for whom the U. S. had delivered the ultimatum that brought on Pearl Harbor, had hoped for great things if ever the U. S. and Britain came to their aid. But seven months after Pearl Harbor, China was much worse off than ever. All but a few tons of air-borne munitions had stopped. A look of depression had come over the soul-scarred Chinese armies, as a Japanese drive by 400,000 men cut into the weak lines held by China's ill-armed 6,000,000. The four airfields in Chekiang province for U. S. bombers were soon gone. The railroad east and west was overrun. And Japan might soon have a clear rail connection from Manchuria down to Hong Kong and from there a protected water line to Singapore. It would soon be impossible for the U. S. ever to break Japan's communications in Asia and the Southwest Pacific, and every passing day tightens the Jap's shrewd control of the three hundred million Asiatics they have conquered.

Here in Russia and China were perhaps 16,000,000 fighting men, hard pressed by conquerors and failing for want of arms from the great arsenal nations.

But still worse, the U. S. was losing the roads by which it might supply those two great fighters and some day attack their enemies. The Aleutians, the God-given Great Circle route to Japan, were being stealthily taken over by the Japs. More Japs were massed on the borders of Manchukuo for an attack on Siberia. Meanwhile, on the idle outer perimeter of the world battlefield, Anglo-Saxon military politics had exiled the two great and experienced generals, Wavell to India, MacArthur to Australia. With them were more troops than the Japs had in these areas but not enough supplies to launch even tactical offensives. If the United Nations had a plan, any plan, it was being beautifully concealed.



China vs. Japan. Jap conquest of Burma has cut Burma Road to China. Russia can spare very little down caravan road to Siam. Hence, China is almost without weapons against Jap

drives (arrows). Current aim of Japs is to eliminate dangerous water route from Shanghai to Hong Kong on way to new Jap empire of the Indies, by conquering interior railway lines.



Russia vs. Germany. Hitler's Sunday punch was thrown with 100 crack divisions between arrows from Kursk and Kharkov. This horde carved up a big oblong to Voronezh and Rossosh

in so-called "kettles" of envelopment. Objective of this push is shown by the big dotted arrow. But Germans offer a huge flank from Voronezh to Bryansk, if Russians have weapons.



United Nations vs. Axis. The most tragic map ever seen by living men is that shown above. The Axis is black, the United Nations are white, the neutrals are gray. Notice that the two halves of the Axis are separated by a sea route of 9,000 miles, now blocked by Britain. Yet it is the United Nations that are fighting on the outside rim of the great battlefield, trying to block off the spreading Axis poison at the Atlantic Coast,

at Murmansk, in Egypt, in the Indian Ocean and India, in Australia and in the Aleutians. On this outside rim the Axis has had its major successes. On the vast empty center of the plate (China and Russia), on the other hand, have occurred their costliest stalemates. But there last week both Japan and Germany were hammering hardest to clean up the war in 1942. Notice at upper right the Aleutian Islands pointed

like a scimitar behind the ear of Japan. Last week the Japs had blunted the point of that scimitar and were moving to gobble up the blade and point it back at the North American continent. This unusual projection shows on one map the four corners of the battlefield—England, Madagascar, Alaska and Australia, and indicates the major supply railway lines and the nearest oil wells available to a victorious Germany.

LIFE ON THE NEWSFRONTS OF THE WORLD

Electioneering by Congressmen Won't Beat 500 Enemy Divisions

Last week at German headquarters on the Russian front you might have seen an aide click his heels and hand Der Führer the day's report from the U. S. The shrewd Hitler eyes would glance down the page, the mouth twitch into a disdainful smile. Back in Berlin Dr. Goebbels, master of Axis propaganda, reading another copy of the same document, would grin like a goat. It would have been difficult to name a price in reichsmarks for the statement contained in that day's report straight out of the American Congress.

The statement in question was issued by Kentucky's Andrew J. May, a Democrat. By the back-scratching tradition of seniority, which has nothing to do with ability or knowledge, Congressman May is chairman of the House Military Affairs Committee. To amazed reporters he discharged his responsible office last week by declaring that the war would soon be over, probably this year, certainly in 1943. The basis of his prediction was a "military secret," but in view of it the Congressman could give his constituents good news. It would not be necessary to draft married men, or men under 20. The present Army plans are plenty big enough.

The Strokes of a Dark Bell

This is the brazen sound of U. S. electioneering, rung out on the theory that the American people will vote next November for those candidates who make the war look easiest. It is a sound composed of many voices. They cry out for farm subsidies that will cause inflation (Russell of Ga., Bankhead of Ala.). They argue for a blanket increase in steel wages (WLB panel). They oppose gas rationing to save rubber (Rayburn of Texas, Brooks of Ill.). They emphasize that civilian sacrifices must be endured "by the end of this year" but say nothing about now. This electioneering clangor travels out from Washington to take the heart out of United Nations fighters. It drifts along the River Don, over the choked ambulances and the up-ended tanks, where bearded men and boys of 16 cling desperately to Mother Russia. It sifts into the blown sands of Egypt, where Rommel and Auchinleck are preparing each other's total destruction, swirls around the feet of the Sphinx, and eastward, across Suez and the Red Sea and the Indian Ocean and the great white mountains of Asia, to Chungking. There, in the wartime capital of the oldest civilization on earth, it sounds like the strokes of a dark bell in the ears of those tired leaders who have engineered the most masterful retreat in military annals—a retreat to which the Chinese have clung for five heartbreaking years.

PICTURE OF THE WEEK

The thermometer stood at 115° in the Indian capital at New Delhi one day last May when LIFE photographer George Rodger (who returned to the U. S.

Wherever it goes this sound carries the same message: that the American people aren't going to go all-out, that they aren't going to give up their Sunday driving, that their married men and their youth aren't going to fight—until their Congressmen are re-elected.

The Measure of the Enemy

There is a simple reason for these irresponsible statements and antics. The reason is that we have not yet taken the measure of the enemy. We have no idea how powerful he is.

To Americans brought up on ideals of peace, an army of almost 5,000,000, which is what we expect to have by the end of 1942, seems huge. But compared with the enemy forces it is something less than modest. Out of 5,000,000 men we can create 80 to 90 combat divisions. But the Germans have 300 combat divisions, the Japanese at least 100, the Italians about 65, and other Axis powers about 60. Thus there are more than 500 divisions in the field against us, smashing their way across deserts and jungles, capturing key bases, seizing rich cities, investing lush valleys. The British have about 50 divisions, including all Dominion troops and colonials. The Chinese have vast manpower but are not effectively equipped. The Russian Army is almost as big as Hitler's, but even this is not enough to stop the Germans, let alone roll them back. The best we can hope for by the end of 1942 is the fifth largest army in the world (including the Chinese). How far will this go? If the Russians crack we shall be effectively outnumbered two or three to one.

Combat Deficiencies

With civilization aflame on both oceans, these are sober statistics. They are still more sobering when other factors are considered. The underlying theory is that the U. S. Army should be a relatively small force of courageous, highly trained, mobile fighting men, with superb equipment. This theory is all right except for the fact, which is no secret, that our equipment is not superb. Our bombers and our semiautomatic rifles are, possibly, the world's best. But in almost every other weapon, in field artillery, in anti-tank guns, in tanks or in armored cars, we are far behind on a combat basis. Even our fighter planes, owing to a series of errors shortly before the outbreak of the war, are not the equal of the British or the German or the Japanese.

For instance, in the 1930's it became evident that defense against modern aircraft could only be achieved with mobile anti-aircraft guns. In 1938 the U. S. went into heavy production with mobile anti-aircraft but our gun was a 76-mm. as against the German 88-mm., firing a 12.7-lb. shell as against the German 20-lb. shell. Moreover, the flexibility of the German gun was assured from the start because it was designed to fire from a

wheeled carriage at an instant's notice. Hence it is used as an antitank gun with the terrific muzzle velocity of an anti-aircraft (see page 26-27). The U. S. 76-mm. and 90-mm. anti-aircraft, on the other hand, are folded up on complicated carriages and require several minutes to unfold. Their use against tanks or bunker forts is therefore extremely limited.

Nothing Is Enough

Many other examples could be cited of U. S. backwardness in the development of instruments of destruction. Doubtless the deficiencies are being corrected and surely they ought not to surprise anyone. Humanity has always been divided roughly into two great segments. The genius of one is war and of the other, peace. We of the U. S. have never loved war. Our genius lies in law and politics, in the development of the practical arts, in mass production—fields in which we have advanced farther than any people in the world. But during that advance we lost our sense of proportion. We sneered at the art of war, refused to appropriate funds. Our ordnance men became insulated in Government arsenals from the fierce competition of private industry. And we got as a result unimaginative designs five or ten years behind the rest of the world.

But the German people and the Japanese belong to the other segment of humanity; they are the war people. Always some substantial number of them are dreaming and scheming for war. They have desired it, sometimes with a fanaticism that is almost religious. While our strategists were busy figuring out the various combinations by which we might be attacked, theirs were encouraged to make daring plans for conquest. While our technologists were working out new gadgets, theirs were eagerly developing new guns.

To overcome this basic handicap we must now pay a staggering price. Our economic system will be wrenched beyond recognition, our industrial plant converted utterly to the arts of destruction, our social gains curtailed, our personal ambitions scrapped. Tens of thousands of our boys must lose their lives merely because our artillery is not diversified enough, the shields of our antitank guns not big enough, our strategy not mature enough. We will throw life and fortune away merely to catch up, merely to get in the war on an equal footing. That is the price we must pay for overindulgence in peace.

We can do it. But the day will come when silly Congressmen who tell us that we are doing *enough* will not dare to return to their districts. No man is competent to say when the war will end—by a miracle in 1943, or by slogging until 1953. But this we know: If we fight as if it were going to end in 1943, we cannot possibly win. We must fight farther ahead than we can see, with more than we think we've got. If we really mean to win this war, nothing can ever be "enough."

last week) walked into the comfortably air-conditioned office of Major General Lewis H. Brereton in a swank hotel and took the photograph oppo-

site of the U. S. Air Force commander in India. At that time the U. S. Army in India had more U. S. air-conditioning outfits in service than U. S. bombers.

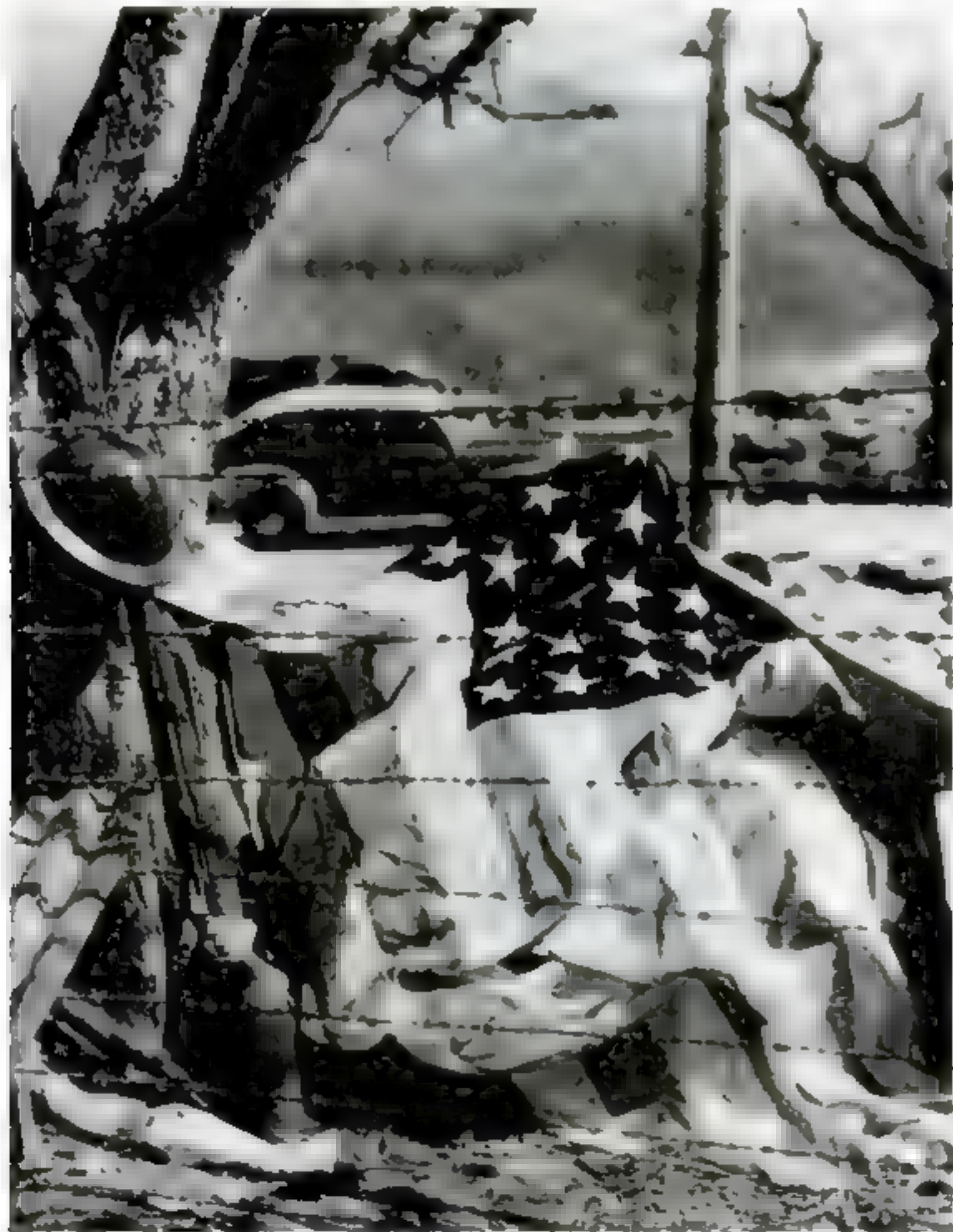


U. S. Air General Brereton goes to work in New Delhi hotel under a portrait of his Commander in Chief



Captured American soldiers at Mariveles are lined up and checked over by a Japanese officer (foreground) after they have been disarmed. Up road to left is airfield—built by hand and kept

in loving repair—for the relief bombers which never arrived from the U. S. Along the dusty road (in background) are abandoned Army trucks last used by those who escaped to Corregidor.



SYMBOL OF DEFEAT IS THIS SOLDIER'S HELMET, GARAND RIFLE AND AMERICAN FLAG

FALL OF BATAAN

First Japanese pictures show surrender of heroic men of the Philippines and sneak attack on Pearl Harbor

On April 9, after four heartbreaking months of continuous fighting, the American soldiers on the Philippine mainland finally accepted a bitter defeat. Ever since the surprise air attack on the first day of the war, which destroyed most of their planes on the ground, they had fought valiantly against impossible odds. They had retreated foot by foot through Luzon and Bataan, until their backs were to the sea. There, with a small trickle of supplies, makeshift defenses and magnificent bravery, they withstood the Imperial Army of Japan. Day after day they held their ground, at times even attacking the enemy and forcing him to retreat. So tenaciously did they hold that one Japanese general was reported to have killed himself in humiliation. The stand was gallant but hopeless. They had too much courage and not enough food. At last, weakened by malaria and dysentery, with the enemy bombing them day and night and pushing forward by the sheer weight of numbers, they surrendered.

These pictures, taken by Japanese photographers on the day of defeat, came to this country by way of Switzerland. They are eloquent testimonials of a lost cause. The American soldiers above went to their final defeat feeling that they had been let down by the people at home. They had been promised military aid and throughout their last terrible days they had expected it to come. To the tragedy of their defeat was thus added the bitterness of disappointment. Where the 37,000 American prisoners of war from Bataan are interned and what their names and organizations are is still a secret kept by the Japanese, as there has been no exchange of messages.

On the following page are more Japanese pictures, first printed in the German picture magazine *Signal*, taken during the Pearl Harbor raid. On July 7 Tokyo, still fishing for information from the U. S., revised upward its own exaggerated list of what its planes damaged during the attack, as it awarded posthumous promotions to those Japs who had perished in this sneak attack.



Major General Edward P. King Jr., last commander on Batavia, sits on the porch of the Agri-culture Institute in Batavia, waiting to discuss the terms of the surrender. Next to

him stands his aide, Captain Archie Tisdelle, who has been disarmed and wears a canteen in place of pistol. General King, dissatisfied with Jap terms, went on to March for final surrender.

Partly of Filipino soldiers were cut of their living place in the jungle to give up to the enemy. Many of these native troops were killed before the surrender, others led in the woods for days.

Japanese afterward released many of them for work on the farms, interned those officers. All of the Philippine Scouts, which were a part of the regular American Army, were kept as prisoners.



CONTINUED ON NEXT PAGE

JAPANESE PHOTOGRAPH PEARL HARBOR RAID



AT DAWN, FIRST JAPANESE TORPEDO PLANE TAKES OFF FOR SURPRISE ATTACK. SAILORS, STANDING BENEATH WAR FLAG ON CARRIER FLIGHT DECK, GIVE A HEARTY "BANZAI!"



Jap view of Pearl Harbor, taken from one of first planes to attack at 7:55 a.m. Dec. 7, shows bombs dropping on Battleship Row, where seven great men-of-war with over 3,000 men moored. Their sides are lined up along east side of Ford Island. Directly above them is Jap live bomber pulling out of dive. These photos were printed in German magazine

which ridiculed U. S. lack of readiness. Picture below was taken 30 minutes later from the deck of a Japanese ship. Shows Battleship Row from a different angle, including the ship that has started to sink. German magazine also published photo of Jap ship that appears to have sunk on the right side of Ford Island.



Kitchen-Free Days!



You can be free for fun!



—free for war work!



—free from hot-kitchen hours!

—WHEN YOU PLAN SUMMER MEALS AROUND SOUP!

SMOOTH AND DELICIOUS ASPARAGUS SOUP!

The all important one-hot-dish of many a quickly fixed summer meal may well be this delicious soup. It's a thick, smooth, purée of fresh green asparagus, enriched with butter, enhanced with delicate seasonings, and decked out with delicious asparagus tips.

Campbell's ASPARAGUS SOUP

REAL OLD-FASHIONED CHICKEN NOODLE SOUP!

It isn't just noodle soup. It's chicken noodle soup - a pure chicken stock, old-fashioned egg noodles steeped in the delicious taste of chicken - and melting-tender pieces of chicken too. Chicken and plenty of it! - that's why it's growing faster in popularity than any other soup.

Campbell's CHICKEN NOODLE SOUP



"THIS SOUP IS ALMOST A MEAL IN ITSELF!"

That's what women say about Campbell's Vegetable Soup. Good sturdy beef stock and fifteen different garden vegetables make it a dish that's full of sustenance and comfort. Thus and sandwiches, and dessert, and you have a summer lunch or supper to please the whole family.

Campbell's VEGETABLE SOUP



U.S. NEEDS US STRONG

THIS TYPE OF FOOD
IS AMONG THOSE
RECOMMENDED IN THE
NUTRITION FOOD RULES

Reproduced by permission only
Office of Defense Health and Welfare Services

EAT NUTRITIONAL FOOD



Your Grocer...

NUTRITION HEADQUARTERS



He Features and Displays Kellogg Cereals
Made from Whole Grain or Restored to
Whole Grain Nutritive Values.

CEREALS have an important place in the Official Food Rules that Uncle Sam asks you to follow in planning your "victory meals." So choose your cereals from the famous *Kellogg* line—eight delicious varieties, all famous for *flavor*.

As recommended by the Official Food Rules, every Kellogg Cereal is made of **WHOLE GRAIN**, or is restored to **WHOLE GRAIN NUTRITIVE VALUES** through the addition of Thiamin (Vitamin B₁), Niacin and Iron. Everyone needs Vitamin B₁ every day for the maintenance of normal appetite and growth, and for the normal functioning of the nervous and digestive systems. Iron helps build red blood.

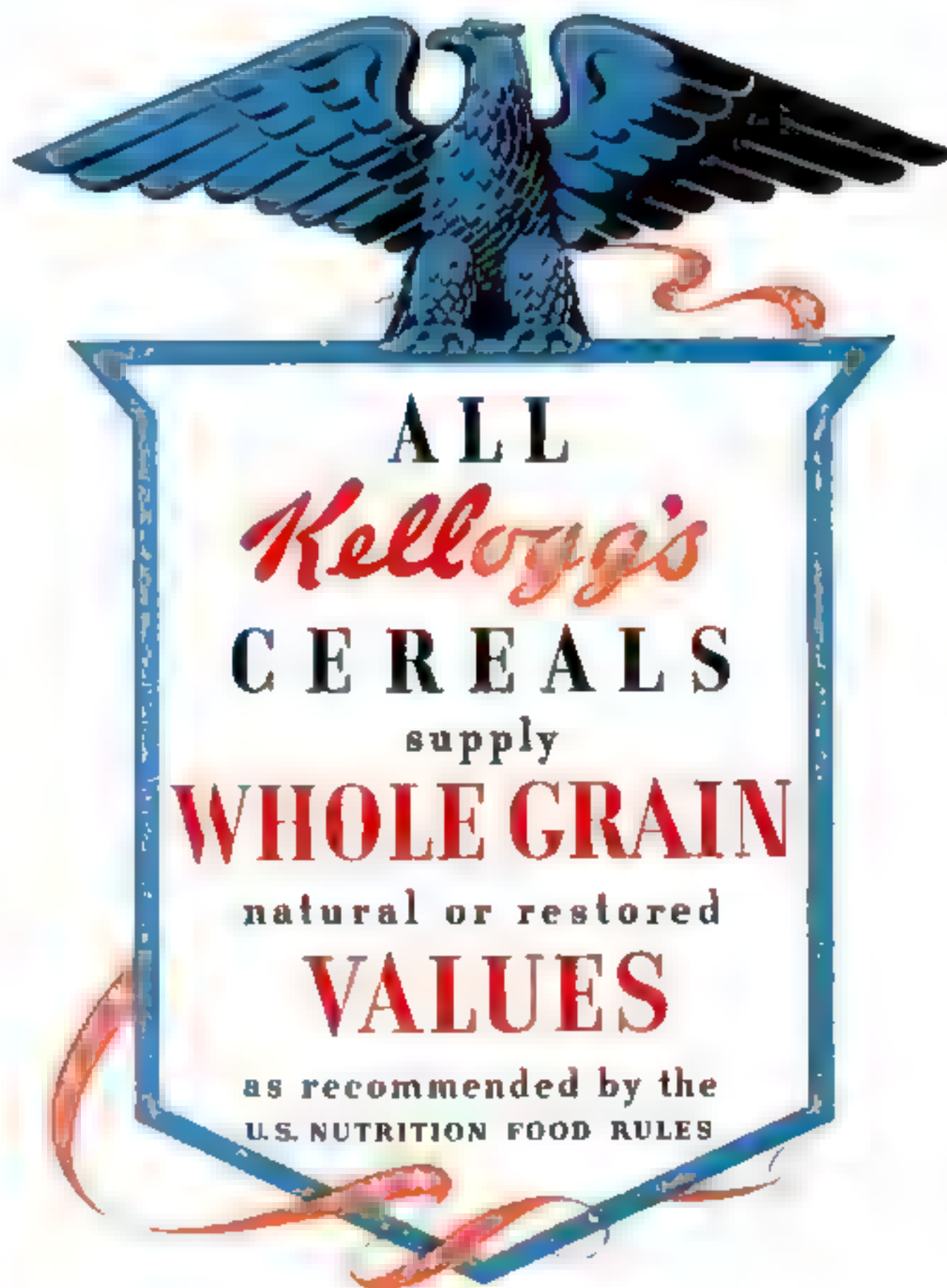
Kellogg Cereals are made from corn, wheat, rice, bran. Some are flakes, some are shredded, some are "popped," some are biscuits. They're always extra fresh, extra crisp, extra good. And they all give you—in natural or restored form—the **WHOLE GRAIN NUTRITIVE VALUES** that Uncle Sam wants you and your family to have.



A STATEMENT by W. K. KELLOGG

It is extremely gratifying, after fifty years devoted to the making of ready-to-eat cereals, to see these products assume an even more important dietary role during this great national emergency. In addition to supplying important nutrients to the millions who enjoy them, Kellogg Cereals also encourage greater consumption of health-giving milk and fruit, help save sugar because they are pre-sweetened and, since they require no cooking, help to conserve vital fuel and time. We recognize our responsibility in making products preferred by so many Americans.

W. K. Kellogg



Who ever dreamed
a baby-gentle floatin' soap could
be a sudsin' whiz, too?



Well, here it is! Swan—as mild as
the finest imported castles! There
is no purer soap! And how it suds!

Who ever dreamed
a mild-as-May floatin' soap could
suds to heat the hand—even in
hard water?



That's Swan for you! It gives bil-
lows of baby-gentle suds that
whisk away grease in the dishpan
—and are they good to your hands!

Who ever dreamed
of a thrifty floatin' soap that would
pamper silks 'n woolies?



Yes'm—here are suds that help col-
ors and fabrics stay fresh! No need
for strong, easy-to-waste packaged
soaps now. Swan up and see!

Who ever dreamed



Who ever dreamed
a floatin' soap could give more
real soap per penny than any
leading toilet soap?



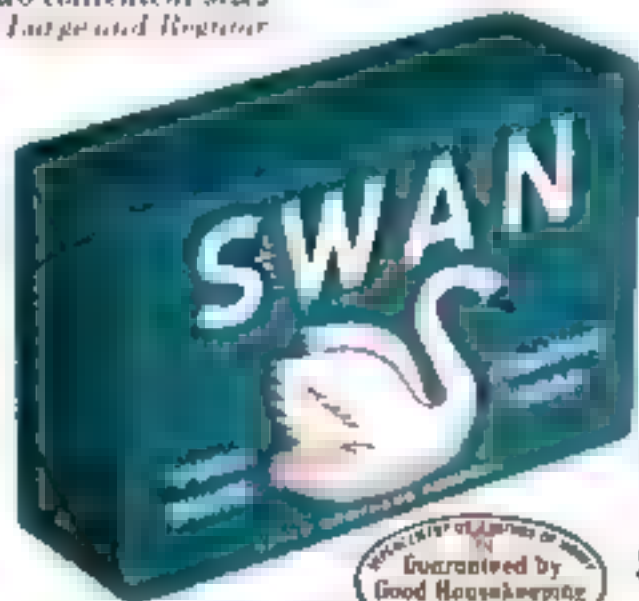
Well, I Swan! This baby-gentle
floatin' soap is saving, too! Swell
for complexion and bath.

Who ever dreamed
that one floatin' soap could be two
—half for kitchen, half for bath!



Swan is twins! It breaks smoothly
so you get 2 grand cakes. Now
you can Swan everything! Get
Swan and start now!

Two convenient sizes
—Large and Regular



Swan

THE BABY-GENTLE FLOATING
SOAP THAT'S A SUDSIN' WHIZ.





BARELEGGED AND BAREFOOTED TERESA POSES INFORMALLY FOR LIFE ON HER HOLLYWOOD LAWN, BUT HER CONTRACT SPECIFIES SHE WILL POSE FOR NO ROUTINE LEG ART

TERESA WRIGHT

Quietly but steadily she grows to stardom after three hit movies

Teresa Wright's greatest asset as an actress is that she doesn't act like one. She is serene, unassuming, sympathetic. At 25 she manages to suggest mature womanly virtues while looking like a well-bred schoolgirl. In her third and latest movie, Sam Goldwyn's *Pride of the Yankees*, Teresa plays Mrs. Lou Gehrig, opposite Gary Cooper. By her tenderness Teresa helps convert this plotless sports epic of the great baseball hero into a human story with wide popular appeal.

After an entirely normal childhood in Maplewood, N. J., Teresa, through summer theater, found her first stage part on tour in *Our Town*. Thereafter she played on Broadway in *Life with Father*, was spotted by Producer Goldwyn and transported to Hollywood. In May she married Writer Niven Busch. Her quiet manners around Goldwyn's studio so amazed him that he visited her twice to find out what was wrong with her. On the next page are pictures of her three hit movies.

GOEBEL BEER

isn't playing
"hide and seek"

Like all other breweries, Goebel is rationed on bottle caps. We are doing our best to distribute Goebel Beer everywhere on a basis fair to all. Don't blame your retailer for temporary shortages of Goebel Bottle Beer. Goebel isn't playing "hide and seek." Some happy day you'll again be able to get all the Goebel Beer you want.



If you can't get Goebel Bottle Beer ask for Goebel on draught.

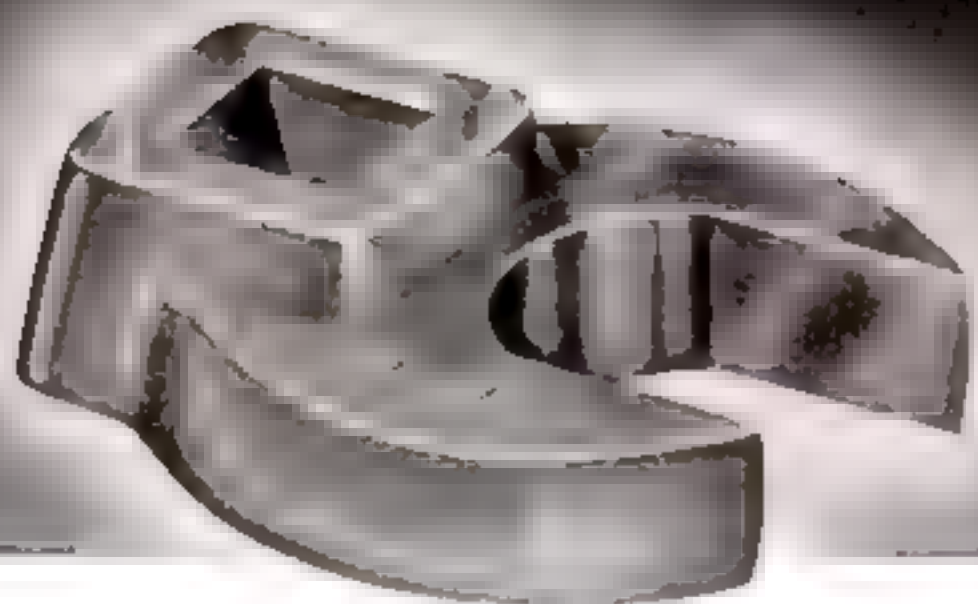


MICHIGAN'S *National* BEER

RIGHT FROM THE CYPRESS CASKS OF GOEBEL

Goebel Brewing Company, Detroit, Michigan

Answer to one problem —



Consult us *about Your problem*

If special hand tools can speed your production, Plomb is ready to serve you. Plomb engineers have helped many manufacturers find the answers to "hard-to-get-at" problems. Consult us...now or in the future for this service.

See your **PLOMB** dealer for regular needs

Plomb Tools for all regular work are handled by dependable Plomb dealers

★ ★ ★ ★
Plomb Tools Contracting Company
A Division of the
PLOMB TOOL COMPANY
L O S A N G E L E S

everywhere. See the Plomb dealer in your locality for your tool requirements.

Sub-contracting makes this service possible

In addition to Plomb's own three factories, 27 other factories have been organized into a complete system to build tools bearing the name of Plomb.

Take advantage of this two-fold service.
Consult us for special tools...see your local Plomb dealer for stock tools.

PLOMB

Streamlined Tools



Teresa Wright (continued)



In "The Little Foxes," Teresa made her movie debut in the difficult role of a girl who hates her mother. In this shampoo scene she managed to look pretty despite dousing.



In "Mrs. Miniver," Teresa adds to the power of a fine war film by her portrait of high-born English girl. Here she attends church with grandmother (Dame May Whitty).



In "Pride of the Yankees," Teresa wrestles playfully with her husband, Lou Gehrig, played by Gary Cooper. In this scene she notices first symptoms of his fatal paralysis.



There's room for both... IF !

AS THINGS NOW STAND, there are enough Pullman cars to meet all requirements for troop transportation without seriously affecting civilian passenger service IF . . .

civilian travelers cooperate in making capacity use of cars!

Therefore, you *help your own cause* by following these simple suggestions whenever you make an overnight trip:

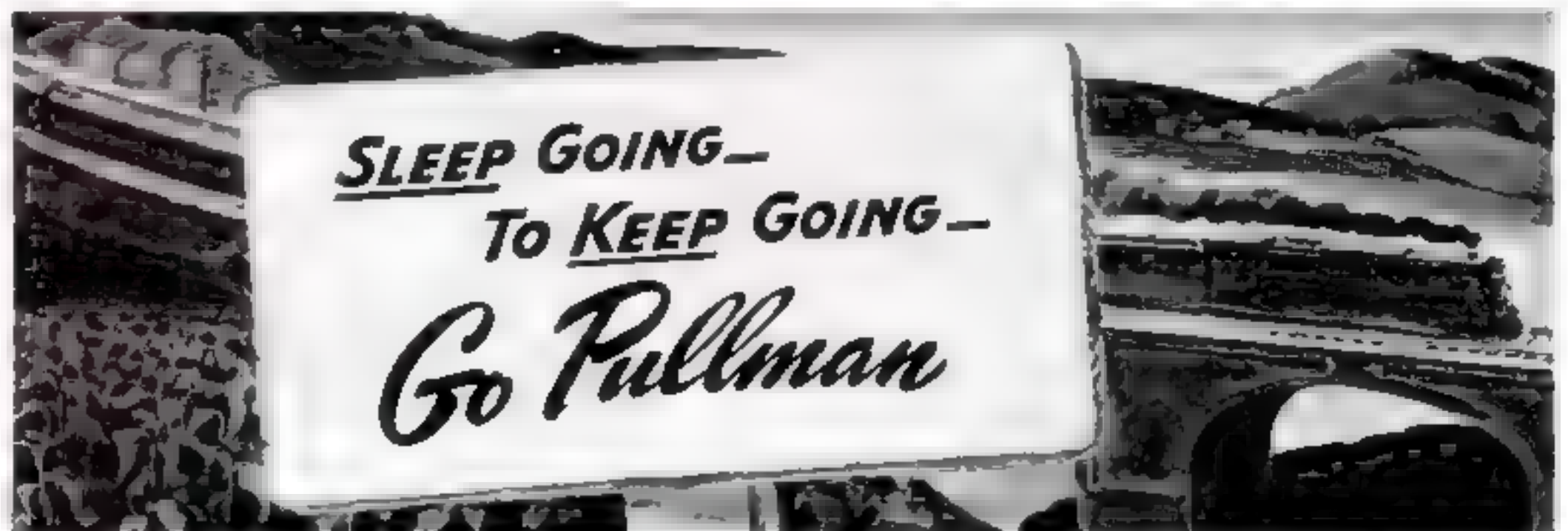
1. *Make reservations as early as possible.* This gives Pullman time to send cars *where* they are needed *when* they are needed.
2. *Cancel reservations promptly if plans change.* This avoids wasteful vacancies by making available to others the space being held for you.
3. *Ask your ticket salesman on which days Pullmans are least crowded and try to travel on those days.* This helps spread travel evenly throughout the week.

4. *Take as little luggage as you can.* This gives you and your fellow passengers more room to relax in the car.

It is definitely encouraging that very few people, so far, have failed to obtain Pullman accommodations on the trains they have wanted to take, even though civilian travel has increased and so many sleeping cars are needed to move troops.

In some cases, of course, passengers don't get the exact *type* of accommodation they ask for. But whether you sleep in an upper, a lower, a section or a room, you enjoy the comfortable privacy of a soft, full-sized Pullman bed.

And you get the "sleep going" that is so important when you have to "keep going" at an all-out wartime pace.



Copyright 1942, The Pullman Co.



BLIND KARSTEN OHNSTAD'S FINGERTIPS VISUALIZE A GEOGRAPHICAL PROBLEM. GLOBE, WITH RAISED RELIEF AND GRID LINES, IS AT MINNESOTA SCHOOL FOR BLIND IN FARIBAULT

BLIND MAN'S WORLD

Karsten Ohnstad's book tells how
he used fingertips for a new life

"Letters begin to swim on the page like jellyfish in stagnant water... you see the world through a luminous fog, and then through a curtain with footlights fading. And then not at all." Thus was how a 16-year-old Minnesota boy named Karsten Ohnstad went blind after a football injury.

From the beginning, Karsten Ohnstad refused to accept the dark life to which the blind are condemned. At the Minnesota State School for the Blind at Faribault, he learned Braille and how to navigate by ear

and memory. He went on to St. Olaf College at Northfield, Minn., tuning pianos to help pay his way. Now, at 29, he has gone beyond his physical handicap to overcome the psychological habits of dependency that shut him off from the world of the sighted. Ohnstad tells his story in his recently published *The World at My Fingertips* (Bobbs-Merrill, N. Y., \$3). His book ends with the plea that there are many blind people like himself who have beaten every handicap except the prejudice of the sighted that restricts their employment.

CONTINUED ON PAGE 46

Three wartime necessities for those who have to travel

1. The Right Food



"America needs us strong—eat nutritional food!" advises Uncle Sam. "But," say travelers, "that's not always easy to arrange when you're traveling and working under forced draft." Statler Hotels realize this. So—thanks to our Research Kitchens—Statler menus are specially planned to supply your full daily quota of vitamins, minerals, etc. Luncheon and dinner combinations make it easy to select well-balanced meals that are nutritious—and delicious!

2. Sleep . . . Sleep



Say doctors: "Most folks require eight hours of sleep daily." Say Travelers: "Try and get it these hectic days—what with late hours and upset schedules." So Statlers say: Make the most of the sleep you *do* get! A Statler mattress has 837 softly padded inner springs that float you off to peaceful, restful slumber. A Statler pillow contains the softest feathers-and-down you ever rested your weary head on. Be sure to leave a call—or you'll sleep 'till noon.

3. Recreation



Important too, is the ability to relax when you *do* get a few spare hours. You need fun . . . recreation . . . to help lift your spirits. And Statler has what it takes to do it! Cocktail lounges where you can spend a pleasant hour before dinner. Comfortable, air-conditioned dining rooms where you can relax, take it easy, while you enjoy a famous Statler dinner. And it's almost a certainty that you'll be listening or dancing to delightful music! You can't help forgetting business worries in such an atmosphere!

NOTHING OLD-FASHIONED
BUT THE HOSPITALITY

Statler Hotels

STATLER OPERATED

	For one	For two
HOTEL PENNSYLVANIA . . .	\$3.85	\$5.50
NEW YORK		
HOTEL WILLIAM PENN . . .	\$3.85	\$5.50
PITTSBURGH		

HOTELS STATLER IN

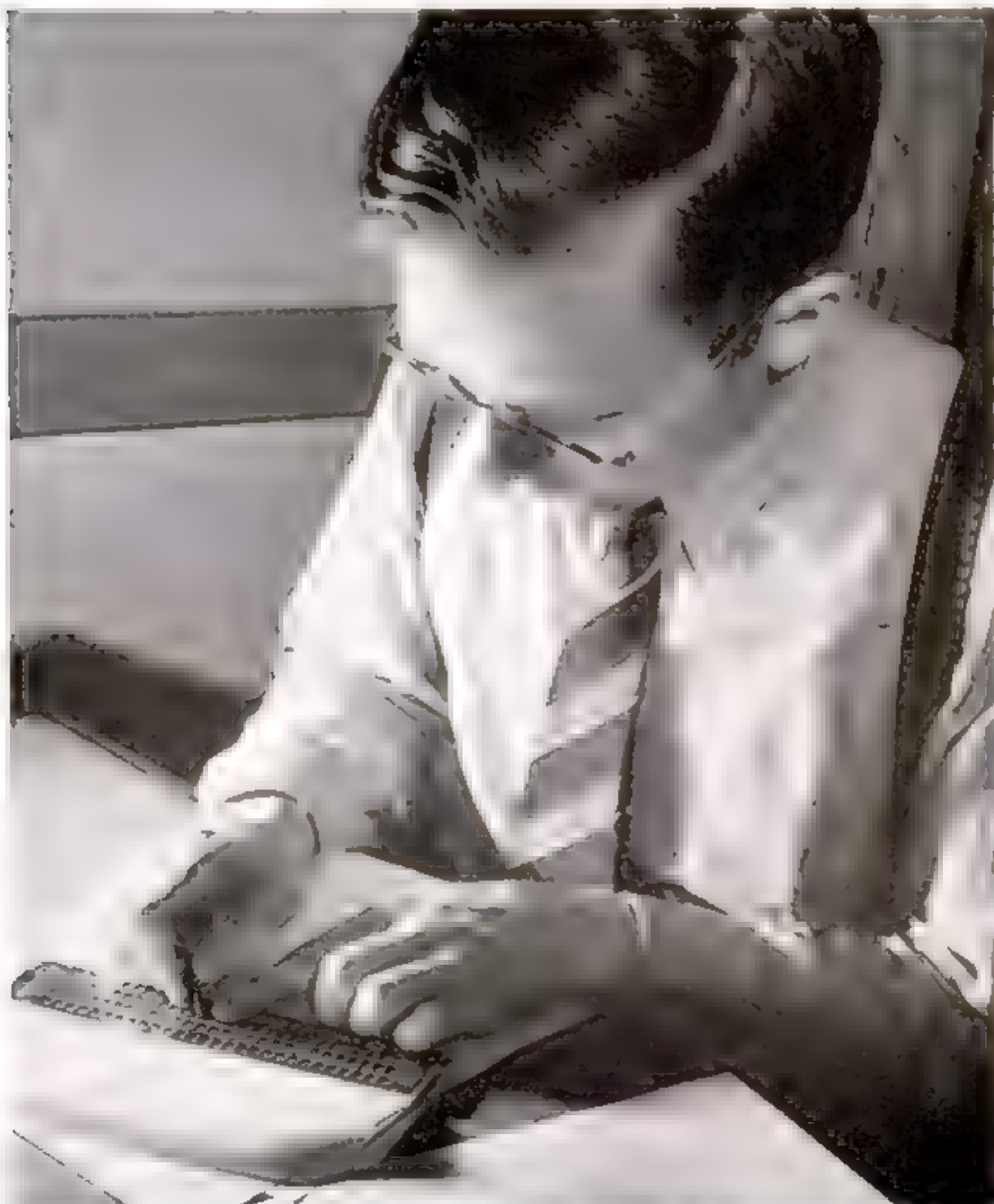
	For one	For two
BOSTON	\$3.85	\$5.50
BUFFALO	\$3.30	\$5.50
CLEVELAND	\$3.30	\$4.95
DETROIT	\$3.30	\$4.95
ST. LOUIS	\$2.75	\$4.50
WASHINGTON, D. C.	(Now Building)	

RATES BEGIN AT PRICES SHOWN

**BUY UNITED STATES
WAR BONDS NOW!**



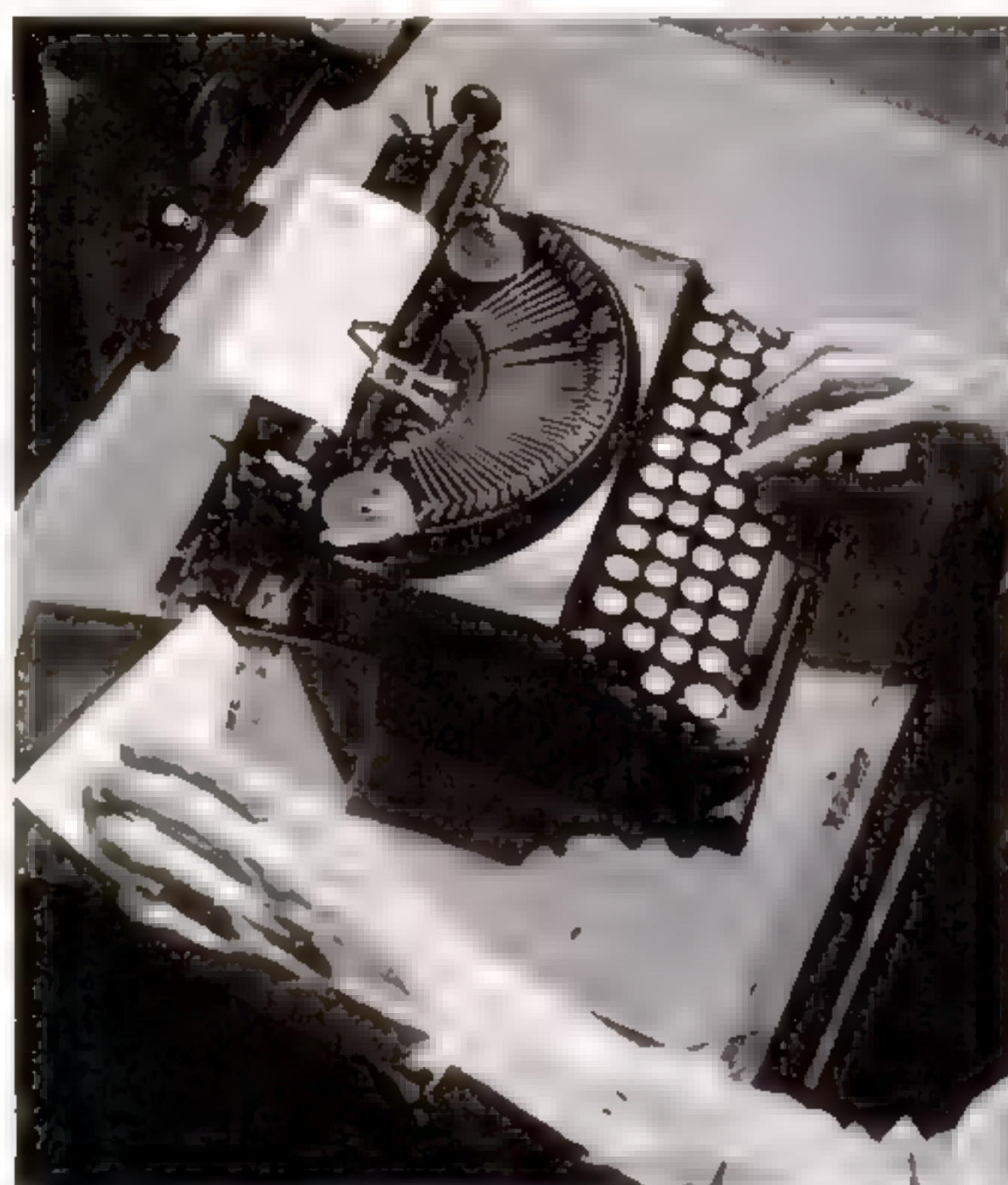
Fingertips tell time by locating watch hands and hour numbers. This is the first trick that Karsten Ohnstad learned. Now, by feeling its weave pattern, he can select the right necktie from his rack when dressing.



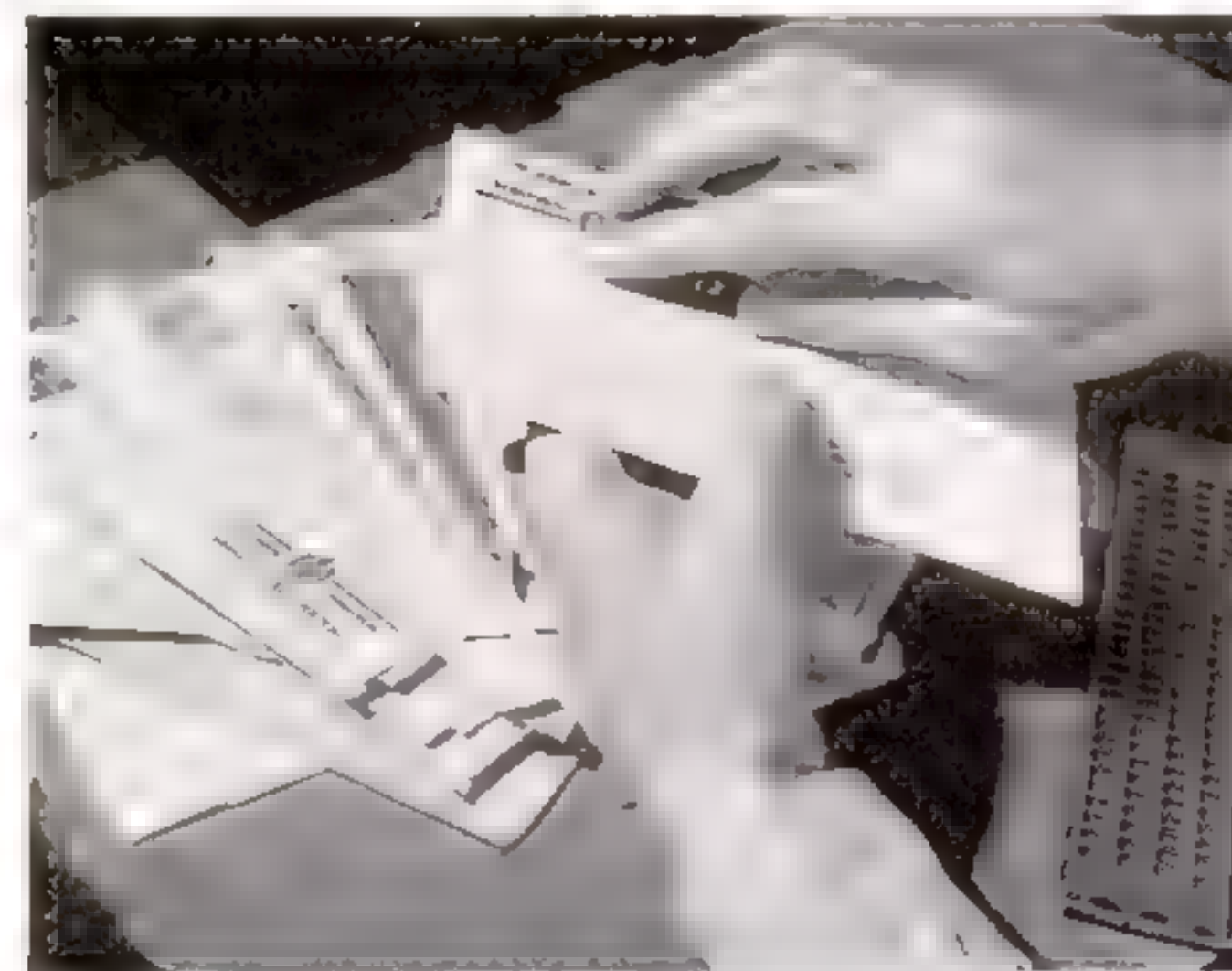
He writes in Braille, with stylus and paper. He keeps his notes and writes his first draft manuscripts in Braille, so that he can read them himself. To others he writes longhand and on typewriter (right, above).



He writes script legibly and neatly, using the edge of second sheet as guide to keep straight lines. To bring an "f" below the line, he folds back the guide sheet, as above.



He types letters or final drafts of manuscripts to be read by sighted people. Typing and script writing were easier to learn than Braille, which must be written backward.



Braille notations keep Ohnstad's files in good order. He long ago mastered Grade Two Braille, a difficult but compact "shorthand" that saves writing and reading time.



**Axis gangsters will never
black-out our way of life
—not in a million years!**

As free people, we're proud of the determined men behind lathe and plow—fighting for the soil they love. Reliance is proud that millions of these workers *Rely on Reliance Big Yank Work Shirts and Pants* for extra comfort and wear. Every Big Yank Shirt is made with three patented features: sweat-proof cigarette pocket, elbow-action sleeves and strain-proof yoke. Proud too, that so many of our armed forces rely on Reliance-made Parachutes, Mechanics' Suits, Jackets, Pants, Shirts and Underwear.



FREE!

"The Interesting Story of Parachutes." Booklet by Captain Roger Don Ros, parachute expert, telling how parachutes are used for peacetime, military and stunt purposes. How they are made and work. Just send postcard to Dept. LF-3.



RELIANCE MANUFACTURING COMPANY

212 W. Monroe St., Chicago, Ill.

New York Offices—200 Fifth Ave.—1350 Broadway

MAKERS OF Aywon Shirts • Ensenada Slack Suits • Happy Home and Kay Whitney Frocks
Big Yank Jackets • Universal Pajamas • No-Tare Shorts • Yankshire Coats



Piano tuning. Karson Obstad's "life insurance" helped pay his way through St. Olaf College. Obstad wants to be a teacher but finds that schools do not consider blind men a big life.



Unexpected obstacles, such as bicycles left on the sidewalk, are the bane of Obstad's life. Obstad asked LIFE's Photographer K. Chester to take this photograph as a "object lesson."



Snapping of fingers helps Obstad locate store entrances, houses and even parked cars by echo. He also finds his sense of smell to be a valuable guide in locating the shop that he is looking for.



He plays bridge with friends at the School for the Blind. The cards are marked in Braille and sighted players call cards as they play them, but Obstad must remember which cards are down.



"SOLDIERS THREE"

ALL GMC



OF **ARMY CARGO**



OF **ARMY CARGO**



OF **ARMY CARGO**

GMC has not one, but *three different products* which are serving with our soldiers in Camps and Forts and Flying Fields across the country. GMC military trucks, by the thousands, are performing numerous transport tasks so vital to the modern army. GMC-built Yellow coaches, in ever increasing quantity, are carrying workers to

their war jobs and troops to their war duties. GMC commercial trucks are transporting much of the huge supply of food and equipment required by our rapidly expanding armed forces. "Soldiers Three"... all GMC...these trucks and coaches are helping to make our army the greatest motorized military force in all the world.

Better serviced trucks serve America better! Investigate "Victory Maintenance" — GMC's answer to war-time needs for peak performance, economy and longer truck life. It is available for trucks of all makes through GMC Branches and Dealers everywhere.



GENERAL MOTORS TRUCK & COACH

DIVISION OF YELLOW TRUCK & COACH MANUFACTURING COMPANY—HOME OF GMC TRUCKS AND YELLOW COACHES • MANUFACTURER OF A WIDE VARIETY OF MILITARY VEHICLES FOR OUR ARMED FORCES

★ FOUR PICTURES THAT SAY A



AMERICAN EAGLE . . .

(Left) Emblem of strength and courage—he was first used on the American flag at the battle of Yorktown. He decorated our first copper penny, and was chosen in 1782 for the Great Seal of the United States. He typifies the valor, the far-reaching vision and striking power that have carried our nation through all the great crises of its history. Ewing Galloway got this dramatic picture. *Made on Kodak Film.*

FROM A GRATEFUL PEOPLE . . .

(Below) Seen near or far, and from any point of the compass, it is one of the most beautiful monuments in the world. The great shaft of native marble—tall enough to overlook Mount Vernon, 15 miles away, where Washington lies buried—is a superb expression of the qualities by which he lives in the hearts of his countrymen: his lofty idealism, matchless constancy, sublime faith. This fine picture was made by Aberdeen Sozio. *Made on Kodak Film.*



VOICE OF LIBERTY . . .

It was cast three times, and at the third casting the prophetic words, "Proclaim liberty throughout all the land unto all the inhabitants thereof" (Lev. XXV, 10) were again inscribed upon it. Then it hung in Independence Hall, Philadelphia, for nearly 24 years, awaiting the Day—July 4, 1776—when it was to ring out the first tidings that the Declaration of Independence had been adopted by the American Colonies. Charles Ogle made this great symbolic photograph. *Made on Kodak Film.*





A tiny section of London, just a score of blocks, gives an appalling picture of vanished life and a new Baillinas of masonry and rubble. This looks south toward Saint Paul's dome in left

center, and the Thames. Moorgate subway station still operates in left foreground. Beyond runs cleared Fore Street to four-pointed tower (center) of 500-year-old St. Giles Cripplegate where



Manchester, whose only severe bombings fell on the nights of Dec. 22 and 23, 1940 when the Germans began trying to burn down England, is England's model of cleanup work. Bombed

buildings have been torn down entirely, basements filled in and most of the rubble trucked off. In foreground and at right stood great buildings of Baxendale & Co., hardware manufacturers,



Bristol, bombed from November 1940 to April 1941, has pulled down the dangerous walls, left many a gutted building standing. Looking down Wine and Corn streets, you see at the next

corner what remains of the bookshop of the publisher of Coleridge, Wordsworth and Southey, last of whom was born down the street. The patch of water at upper right is the river harbor



FROM THE CHARRED BALCONY OF A BOMBED THEATER IN BRISTOL YOU ARE LOOKING DOWN ON THE PROSCENIUM AND STAGE. NOTICE IRONICAL LABEL "SAFETY CURTAIN"

"THE HORRORS"

The flattened cities of England begin to clean up the wreckage

Today an Englishman anxious to show his foreign visitor the effects of Nazi bombings in 1940 and 1941, is likely to say in semi-jest: "Well, I suppose you want to see the Horrors?"

The Horrors of wartime England are evoked on the following pages as no Englishman ever gets to see them, unless he is willing to clamor up charred church towers and out on naked gibbets. These sorrowful scenes are of course why even sentimental Englishmen do not get too excited about occasional damage to old churches in Cologne and Bremen.

Altogether, the bombers from Nazi Germany have

imagined about 2,600,000 private homes; Britain destroyed 136,000, killed 43,000 men, women and children, left about 400,000 homeless. The property loss to private persons has been about \$1,600,000,000 for which the British Government is undertaking to reimburse its citizens. About 15,000 cheques go out every week. Yet, above personal tragedy and discomfort is the fact that much of the bombing has been aimed at the nation's wiping out old, cramped, old, uneconomical buildings. Britain is already planning now to turn these empty spaces into green belts in happy garden cities of England's tomorrow.



Something **NEW*** *has been added!*



And "something new" steps up smoking pleasure.

Brand new Mr. and Mrs.! Brand new home! Now—even the birds have caught the spirit! At left, the Old Gold Reporter finds the Van Wagner Jr.'s of Pelham, New York (he's joining the Army Air Force soon)—gloating over the latest addition to their household . . .

O. G. R.: Well! I see something new's been added.

MRS.: The darling! And doesn't it perk things up!

O. G. R.: Adding something new does that! Take *new* Old Golds, for instance. Have you noticed how much *more* distinctive they are?

MR.: You bet! They're a mighty pleasant smoke, and no mistake.

O. G. R.: Well—you see, we added something new—a rare tobacco, Latakia . . . and it perks up the flavor—*seasons* it!

MRS.: Ummmmmm! Delightful!

O. G. R.: Now there's more pleasure in every puff! More people are discovering that every day . . . getting *new* smoking enjoyment in *new* Old Golds!

*IT'S LATAKIA—a small, flavorful leaf from the eastern Mediterranean—that's been added to the other famous *new* Old Gold tobaccos. Don't miss this delicious new blend! Get *new* Old Golds today!

AMERICA ★



FUTURE OF AMERICA—THE CHILDREN . . . These sturdy bodies and happy, fearless faces tell that our children are the most fortunate in the world. America can give every child careful nurture, a bountiful standard of living. The traditions of

a free people . . . of which the other pictures on this page are the great and beautiful emblems. This remarkable group photograph was made by Lieutenant-Commander Edward Steichen, U. S. N. R., for the use of the Children's Bureau, U. S. Department of Labor. *Made on Kodak Film.*

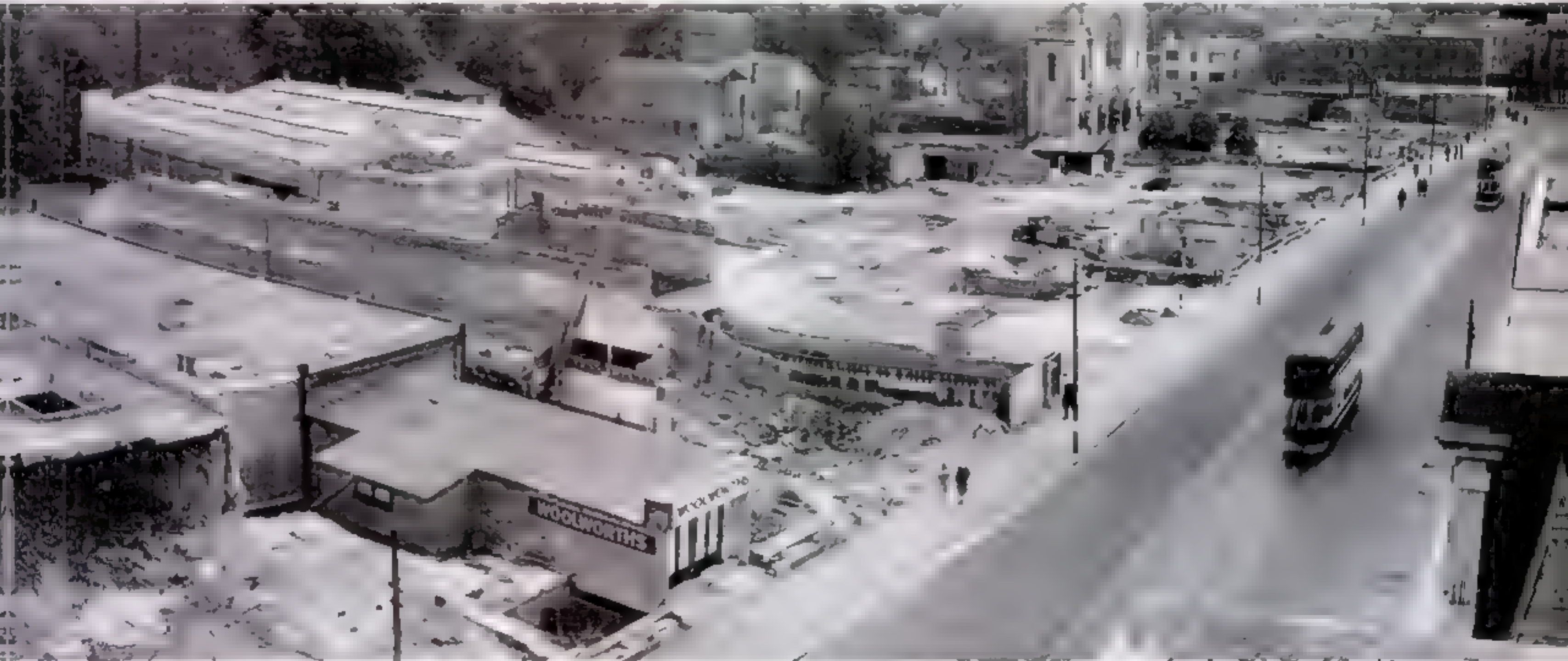
The great pictures are made on KODAK FILM

There is a Kodak Film for every picture-taking need. Use Kodak Film always; it pays . . . Roll-Film Users: Accept nothing but the film in the familiar yellow box—Kodak Film—which only Eastman makes . . . Eastman Kodak Company, Rochester, N. Y.



Milton and Frolisher were buried, Cromwell was buried and the Romans built their town wall, Shakespeare lived in the mid distance. Milton Street, running across the picture, used to

be infamous Grub Street. At far right is parade ground of the Honourable Artillery Company, and they and are the burial grounds of Bunyan, Defoe, Watts, William Blake and John Wesley.



Southampton, hit and worst Nov. 30 and Dec. 1, 1940, is only second to Manchester in the clean up. This is looking down Abbeville Street toward the nine-year-old city gate.

From a little beyond it, the *Mayflower* sailed for America in 1620. At left is the demolished Woolworth's 5&10, which has now finished new extension in foreground.



Looking west in Bristol, over the wreckage of the 500-year-old St. Peter's (left), past the cupola of the All-Saints' Church, to the tall tower erected to John Cabot who sailed from Bristol.

Bristol is about 2,000 years old, was founded when the Germans were forest savages. Notice the movie theater advertising "new tropical serial." A few white fences mark off wreckage.



Sheffield, England's Pittsburgh, has cleared the surface but left the yawning basements. As the double-decker trolleys mount Angel Street now to turn right into the city's shopping center

along High Street, they pass (center foreground) the flattened ruins of the Conservative Club and, just beyond of the gutted Market Hall, the modernistic white building (center). The spire



Hull, steadily bombed in small doses, has cleaned itself up as steadily. In this cleared space just back of Princes and Queens Docks looking down Prospect Street (right), an air-raid ward-

en has built his hut. A chapel used to stand in the little triangle in the foreground. The usual wooden fences have been built around most of the cleared spaces to save blackout pedestrians.

Plymouth is even worse than it looks. There is nothing but charred shell left of Plymouth's famous mother church, 15th Century St. Andrew's (center) and the Guildhall just right of it.

The General Post Office further right has been demolished. But still standing in the far distance (left of the church tower) is the monument on Plymouth Hoe to imperturbable Sir Francis





at the right distance is that of the 500-year-old Cathedral. The picture is taken from about the spot where the sixth Earl of Shrewsbury imprisoned Mary Queen of Scots in Liscaster for 14

years. The view has deteriorated a good deal since then. The owner of what once was a restaurant at the extreme left has put up a nest sign (after being told) and new customers to his new premises.



Liverpool lost the heart of its financial center. This vista, looking down South Castle Street toward Queen Victoria monument, was once solid with banks and stores. The twin clock towers

at left center are the 17-story Royal Liver Building. The big white India Buildings (center) are gutted. Comparable would be such a scene of destruction at New York's Wall and Broadway ports.

Drake, who is supposed to have been playing bowls there when the Spanish Armada sailed into view. Now a barrage balloon for a peace monument. This is the heart of the old town, three

miles from the naval base. The chief raids on Plymouth were in March and April 1941 but there have been many others. Hence the town is a little beamed and with its demolition work.





NANCY MERKI, BRENDA HELSER, SUZANNE ZIMMERMAN AND JOYCE MACRAE RELAX ON DOCK AT LAKE OSWEGO, NEAR PORTLAND, AFTER PRACTICING LONG-DISTANCE SWIMMING

CODY'S KIDS

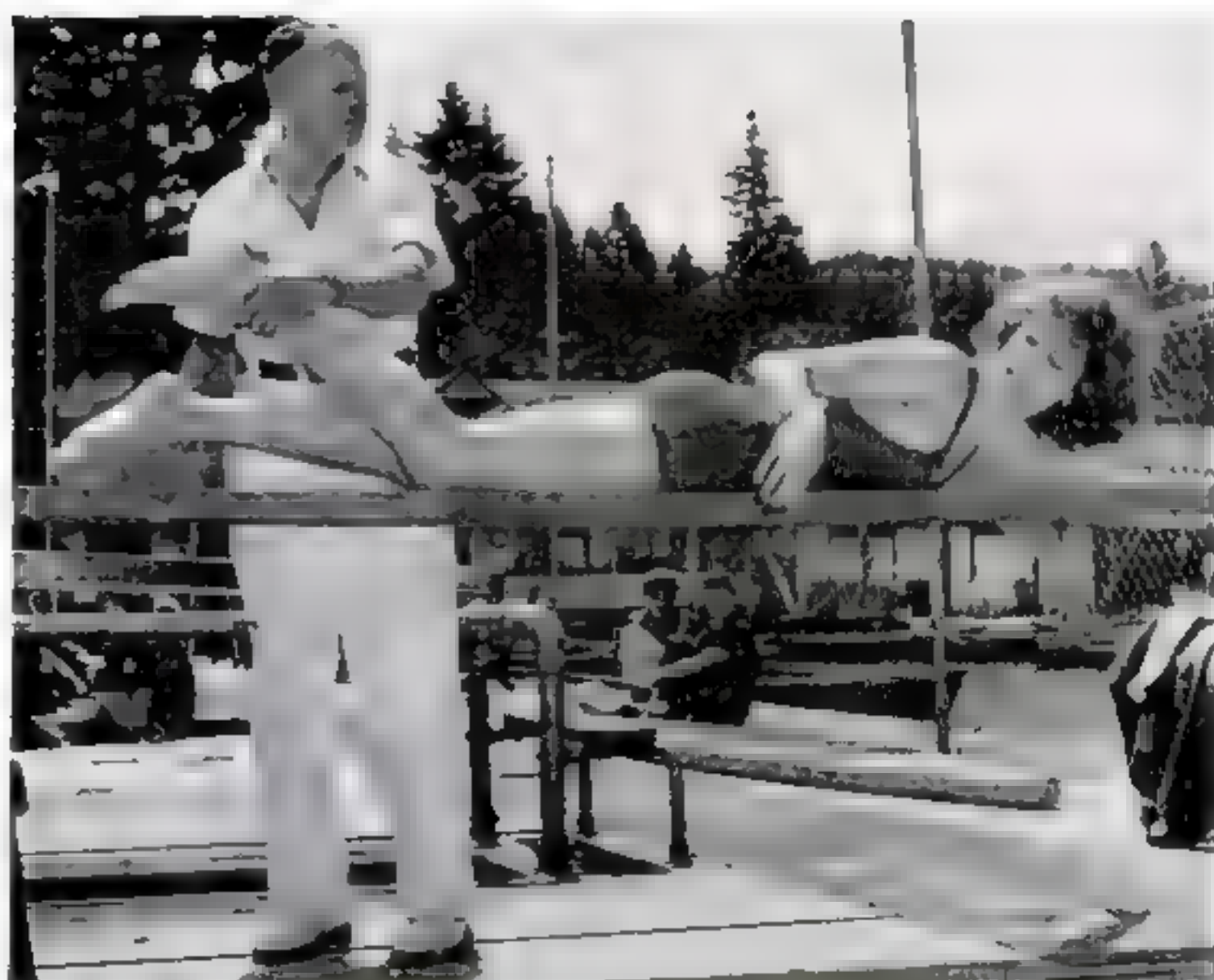
They are best swim team in U. S.

Cody's Kids are the four pretty high school girls pictured above who hold all but one of America's freestyle relay swimming titles. Their real names are Nancy Merki, Brenda Helser, Suzanne Zimmerman, and Joyce Macrae. But in Portland, Ore. where they live, these girls are known simply as Cody's Kids, so called for their famous coach, Jack Cody. The wry 37-year-

old instructor at the Multnomah Athletic Club believes that only scientific training and hard work can develop great swimmers. Behind the records of his Kids are long monotonous hours of conditioning. They start with gym workouts, developing their muscles by weightlifting. Once in the pool, they swim the length of the tank (25 yd.), gradually increasing the distance until



Cody's stroke, demonstrated by Joyce Macrae, is short, fast and rhythmic. The right arm starts stroke before left is finished and there is no "reach" or "roll" as in the Australian crawl.



Coach Jack Cody helps Joyce perfect her timing. In the Cody system, the kick is synchronized to the stroke, the swimmers making precisely six beats to the complete stroke and recovery.



CODY SHOWS SUZY ZIMMERMAN HOW ARM SHOULD BEND NATURALLY WHEN STROKING



SUZY LEARNS TO PIVOT HER HEAD FOR BREATHING WHEN STROKE IS QUARTER FINISHED

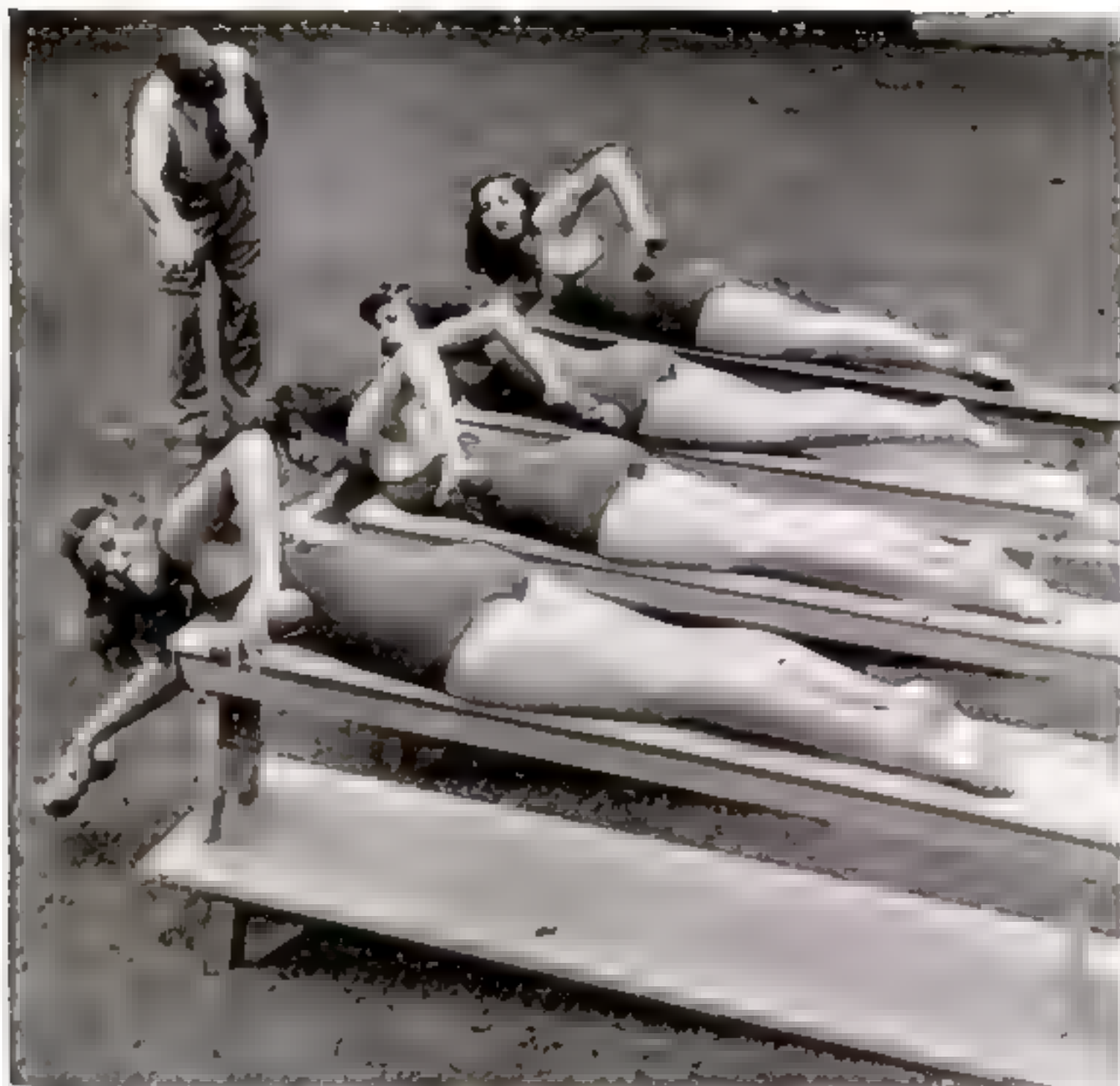
they can swim it 72 times. The Kids then receive individual coaching from Cody on stroking, kicking, diving, turning and breathing.

Cody's strict system requires that the Kids eat at a special training table presided over by Mrs. Cody, who also serves as a chaperon on trips. They are allowed plenty of time for studying but none for dancing, bi-

cycling, tennis, golf or other sports. Such extracurricular activities, Cody believes, tend to tighten and cramp muscles which should be loose and supple for swimming.

Cody's star pupil is 16-year-old Nancy Merki, who leads the team in individual records. She began swimming at 9 on doctor's orders, just a year after infantile paralysis threatened to cripple her for life. Under Cody's

guidance, she was winning club races in less than a year. At 10 she was the first girl swimmer to finish in the annual 3½-mile Lake Oswego marathon. Now, besides the world's record for the 200-meter free style, Nancy Merki also holds American marks at 200, 400, 800 and 1,500 meters. Despite these brilliant individual honors, Nancy's greatest thrill is being called one of Pop Cody's Kids.



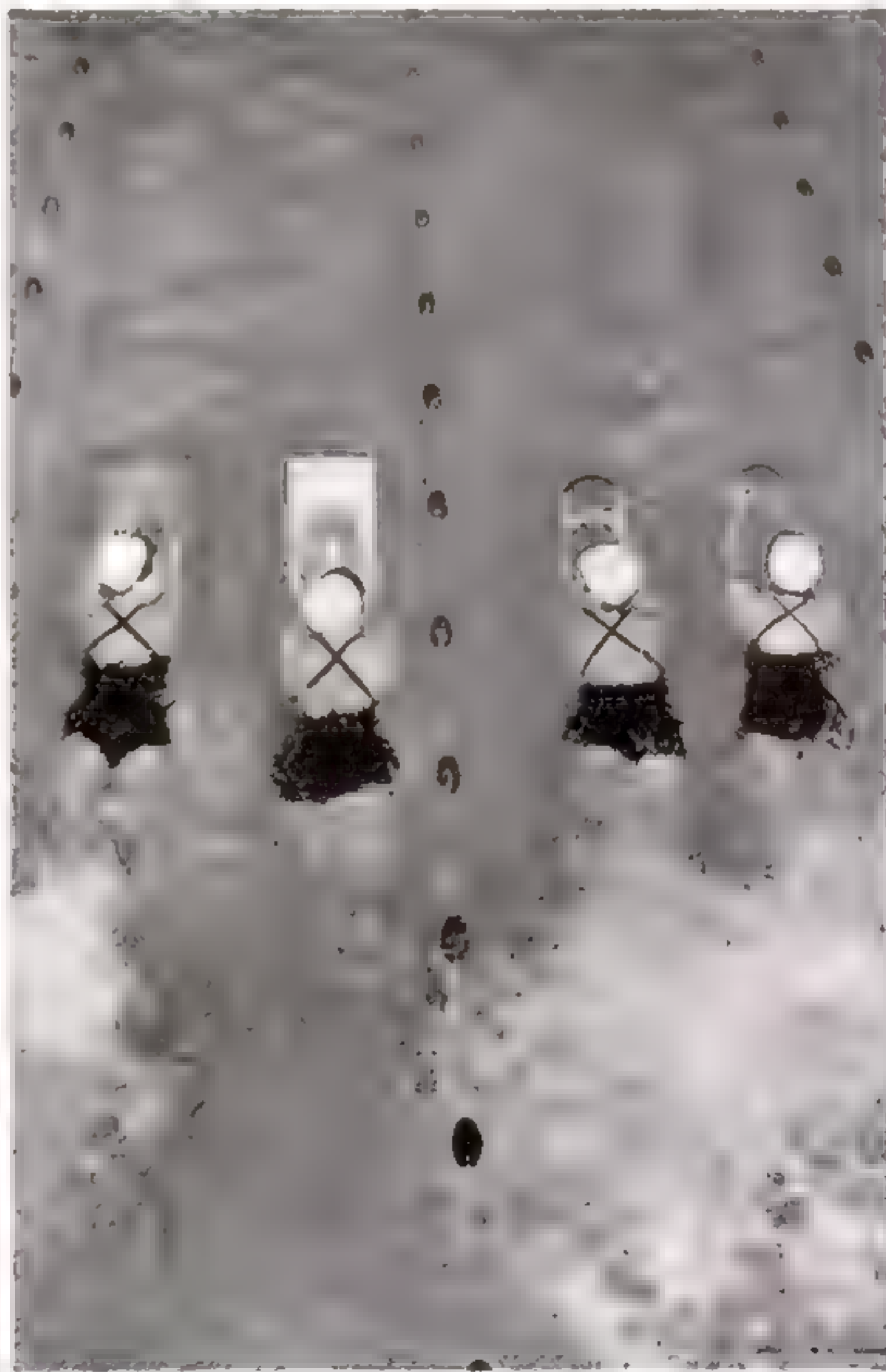
To develop arm muscles, Cody has his regular team practice power stroking with light wooden dumbbells. After a half hour of this exercise, Cody's Kids find actual swimming relatively easy.



Racing dives require a fine sense of timing and distance. Diving too deep or not far enough slows a swimmer. Cody's Kids learn correctly by skimming over rope 3 ft. from the pool's end.



Precision turns are an important part of championship technique. Cody shows Nancy Merki how the legs must be curled against end of tank, then snapped straight to make the fastest getaway.



Kick practice helps Cody's Kids develop legs and timing. Holding on to short planks or inflated beach balls, they kick up and down the length of the pool under Coach Cody's watchful eye.

A Timely Tip from U.S.A.'s No. 1 "War Horse"...

"Get More Miles per Gallon!"

Gasoline is Vital today...Have your car put in shape to last long—and get the Most from Every Drop...

IF YOUR cooling system, your tires, your radiator, your chassis, your carburetor, your spark plugs stay in top order, you'll get long gasoline mileage. And your car will last far longer, too.

Your Mobilgas Dealer's Wartime Car Service Plan sees to this. He is ready to...

- 1 Check your tire pressure weekly. Saves rubber and gasoline.
- 2 Switch your tires every 5,000 miles. Evens tire wear—makes the entire set last longer.
- 3 Change your oil every 1,000 miles. Refill with clean Mobiloil—world's largest-selling oil
- 4 Check battery every 2 weeks
- 5 Mobilubricate your car every

1,000 miles—protect chassis parts from costly wear!

6 Adjust your carburetor for thrifty summer mileage... or recommend a competent man to do this important job.

7 Condition your radiator water against rust and scale

8 Protect your gears—with the right grade of Mobiloil Gear Oil.

9 Clean your spark plugs every 5,000 miles. This may save as much as 10% of your gas!

10 Clean your air-filter every 2,000 miles—helps save gasoline. Change oil-filter every 8,000 miles—helps save costly wear.

SOCONY-VACUUM OIL CO., Inc.
and Affiliates:
Magnolia Petroleum Co.,
General Petroleum Corp. of Calif.



For Most Miles per Gallon—

GET MOBILGAS DEALER SERVICE

ALL-AMERICAN GOLF COURSE

Eighteen best holes selected by U. S. greenkeepers

This All-American golf course is a pre-World War II dream that has become a reality only on these pages. In peacetime, a golfing dream might have realized this dream by sending a golfer's vacation trip to a golf resort at Pine Valley, N.J., trucking to the West Coast and back to sink a final putt along the Green Mountains of Vermont. This summer, with less-revered, more-remote golf courses, a golfer could find out if this dream is real by visiting one of the 18 best holes in the U.S. as selected by the U.S. Golf Association. Selection of these 18 holes from more than 60,000 golf courses in the U.S. was made



1 Pine Valley's 13th. This New Jersey hole is a par 4, 445 yd., with a dogleg to the left.



2 Merion's 11th. This Welsh par 3 hole is a par 3, 200 yd., with its green nestled in woods and is cut off by stream at approach.



3 White Sulphur Springs' 10th. This famous West Virginia hole is a par 3, 200 yd., with traps flanking the raised green.



7 Dallas' 6th. This Texas par 4 hole is a par 4, 445 yd., with a dogleg to the left.



8 Pebble Beach's 10th. This California hole is a par 4, 445 yd., with a dogleg to the left.



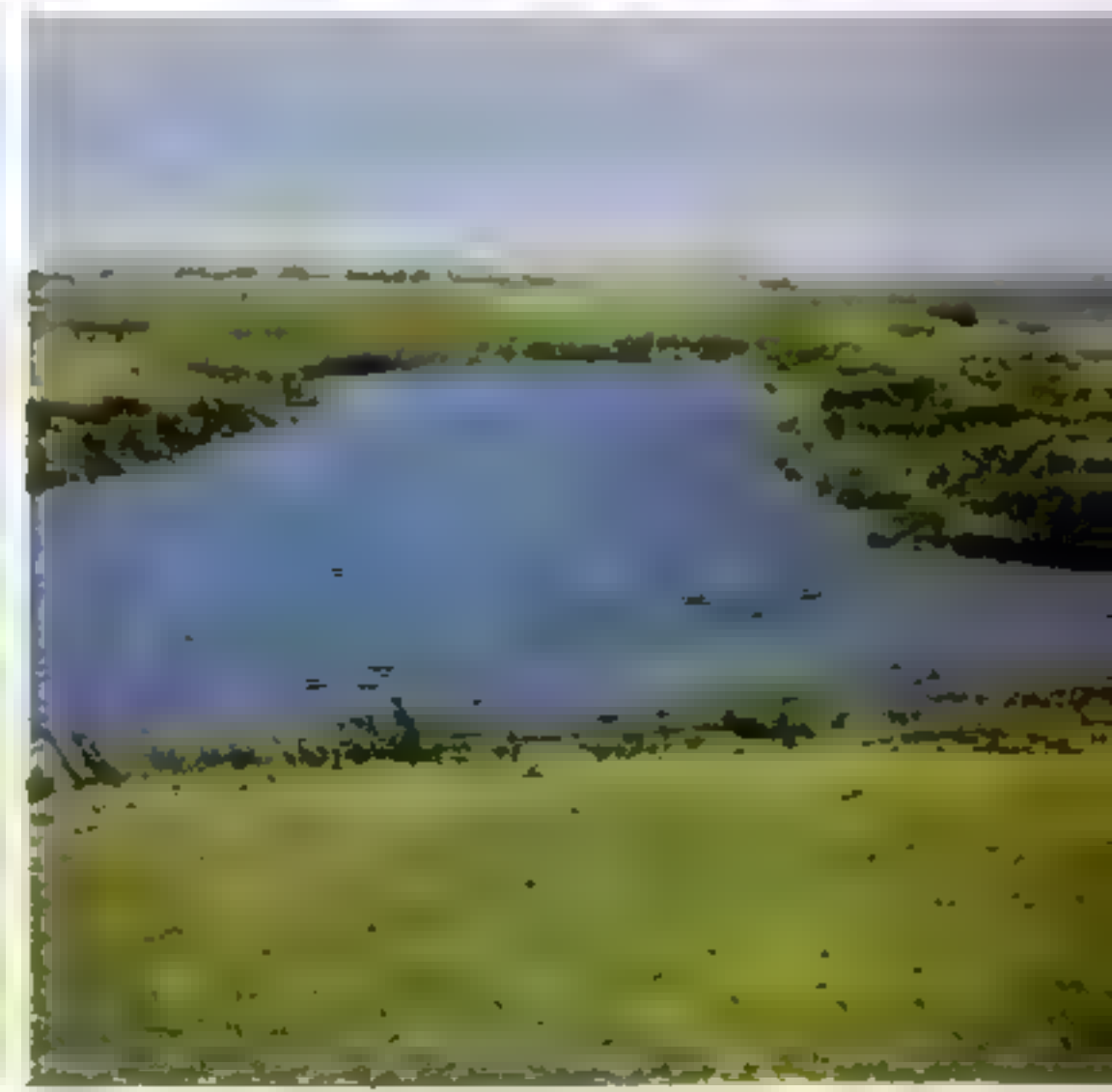
9 Cypress Point's 16th. This 210 yd. par 3 hole is a par 3, 210 yd., with a dogleg to the left.



13 Oakland Hills' 17th. This Detroit hole is a par 3, 199 yd., with very deep traps and raised green.



14 Cleveland's 17th. This 184 yd. par 4 with a sharp dogleg left, is well-trapped around the approach and to left of green.



15 Lido's 4th. This Long Island hole is a 500 yd. par 5 with two routes to the green, shorter one over a water channel.

by the Greenkeeping Superintendents Association and Robert Trent Jones, prominent golf course architect. It is a championship course in every respect. Each hole was picked primarily on the basis of natural beauty, geographical distribution and its national fame as a tried and true test of major tournament golf. It was also important to have represented in proportion the three main schools of golf-course architecture—the penal, the strategic and the heroic. In order to give the course the proper golfing balance and scenic variety it was necessary to have the correct mix-

ture of long and short, dog-leg (angled fairway), wood, wind, water and seaside holes.

The course has a par of 35 on the outgoing nine, 37 on the incoming nine, a total of 72. It is 6,678 yd. long and represents 15 different states. No attempt was made to place the holes in the same order in which they appear on their respective courses, nor was it possible to show in one picture all the key features that help make a hole great. Only three of the 18 holes were chosen from "front" nines, giving substance to the frequently heard golf aphorism that the "back" nine is the toughest part of a round.



4 Pinehurst's 18th. This is the hole on the No. 2 course of this North Carolina resort is a 423-yd. par 4 with trapped green.



5 Augusta's 13th. This west Georgia hole is a 480-yd. dog leg to left, par 5 with a yawning sand trap to the right of the fairway.



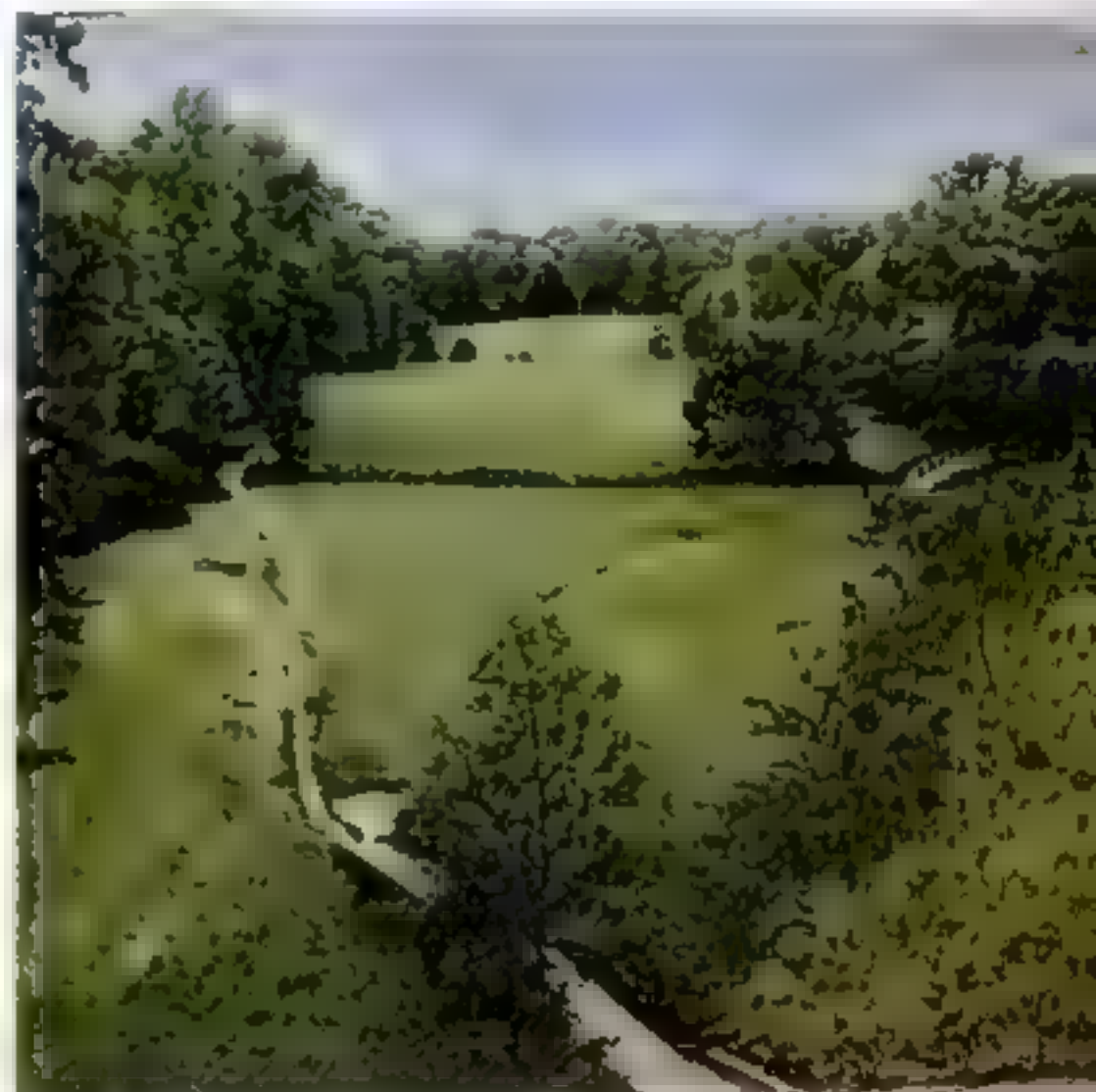
6 Bellaire's 13th. This 400-yd. par 4 on Florida resort's west course has green a long half of Mexico.



10 Cherry Hill's 18th. This Delaware hole is a 444-yd. with a 40° sloping fairway and a parallel water hazard.



11 Interlachen's 11th. This 602-yd. Minnesota water hole is a dog leg to right, par 5 flanked by a large lake on the right side.



12 Olympia Fields' 14th. This 463-yd. Chicago par 4 has many natural hazards and plateau green.



16 Winged Foot's 10th. This Westchester hole is a par 3, 170 yd. with an elevated tee and a creek across the fairway.



17 Brookline's 13th. This hole near Boston is a 420-yd. par 4 with its green in natural depression, its fairway hilly and swampy.



18 Ekwanok's 7th. This Manchessee (N.J.) par 5 is 545 yd. with double valley and plateau green.

Know your M's



1. This is a M_____



2. This is a M_____



3. This is a M_____



4. This is a M_____



5. This is a M_____



6. This is M_____ & M_____

The whiskey that's Mild,
Mellow, Moderate-priced.

DON'T LOOK NOW and we'll tip you off to the answer to number 6. And if you got it right, you're a man of wisdom and sound judgment, regardless of the rest of your score. It's *Mattingly & Moore*, the whiskey that's mellower and milder than many much more costly brands.

Now here's how to score:

All six right, you're a superman; five, amazing; four, superior; three, above average; two, average; one, you could do better, unless, of course, it was *M & M* you picked right. Here they are...

ANSWERS: 1, *Measure*; 2, *Megaphone*; 3, *Mattock*; 4, *Melon*; 5, *Miner*; 6, *Mattingly & Moore*, probably the outstanding whiskey value in the land.

-Know Mattingly & Moore

Blended Whiskey—60% grain neutral spirits, 86 Proof (also 80 Proof). Blended Whiskey—72% grain neutral spirits, 86 Proof (also 80 Proof). Frankfort Distilleries, Inc., Louisville & Baltimore.

The Best of 'em is
M&M

FATHER



FATHER WAS A MOTORCYCLE WITH SIDECAR. HE COULD NOT TRAVEL OVER FIELDS

MOTHER



MOTHER WAS A COMMAND CAR. WHILE STURDY, SHE OFTEN GOT STUCK IN MUD

THE JEEP

LIFE presents the inspiring and humorous life story of the Army's new and incredible little car

This is the life story of a car. Although it reads like fiction, it is a true story. Sometimes it is inspiring, sometimes heroic, sometimes humorous. But it has a sad ending. It is the story of a wonderful personality whose dynamic arrival in the military world was more exciting than the arrival of Hedy Lamarr in Hollywood. It is the story of the humptious, arrogant, vibrant, incredible little Army jeep.

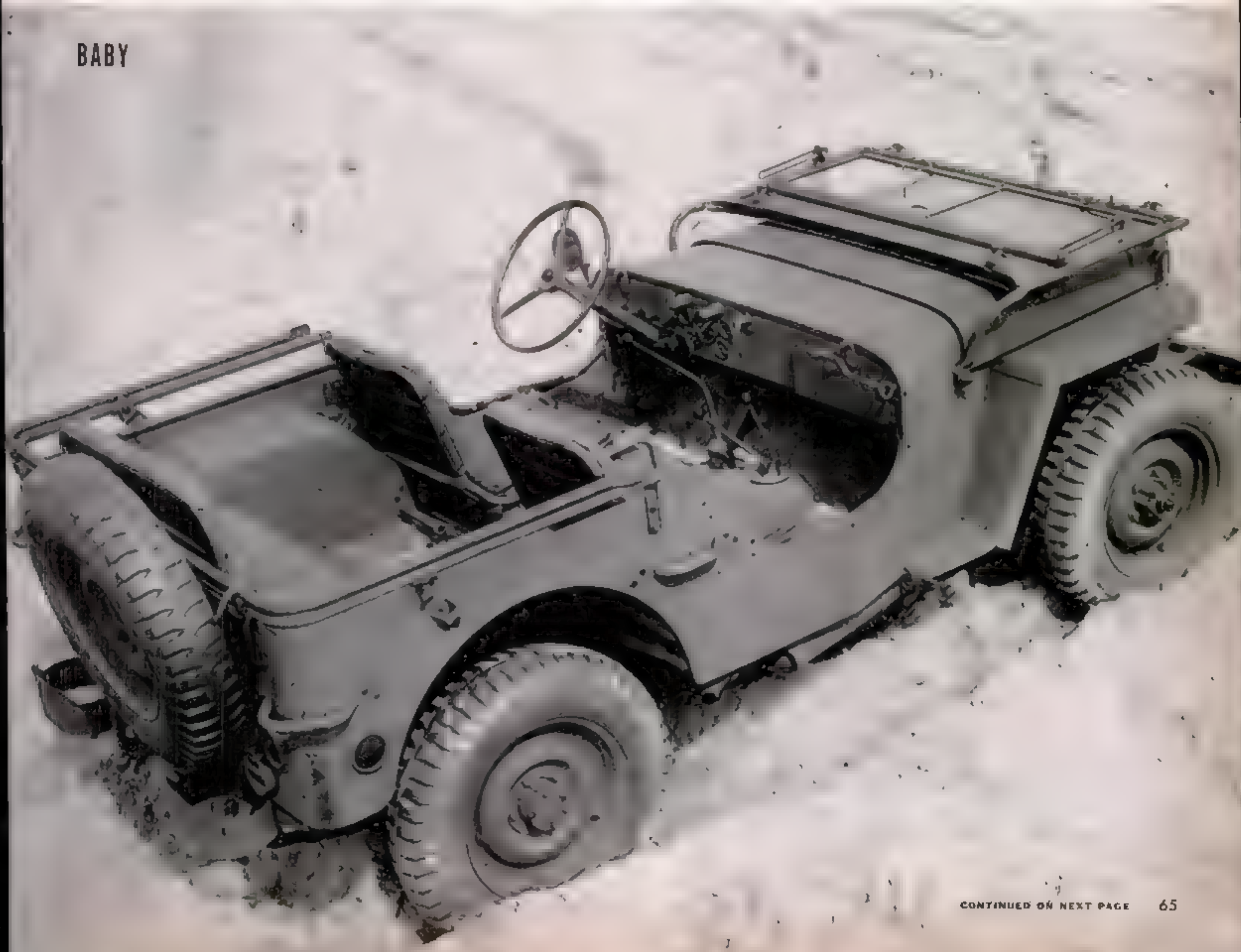
Old friends of the jeep's family like to say they remember when she was nothing more than a gleam in her mother's headlight eyes. Her mother was, of course, the Army's ponderous and sturdy command car. Her father was the light and frail motorcycle with sidecar. The purpose of their marrying and mating

was to produce a light but sturdy little car suitable for reconnaissance and also for message carrying. In addition, when equipped with mounted machine guns or lagging a light antitank gun, the baby was to do actual combat duty.

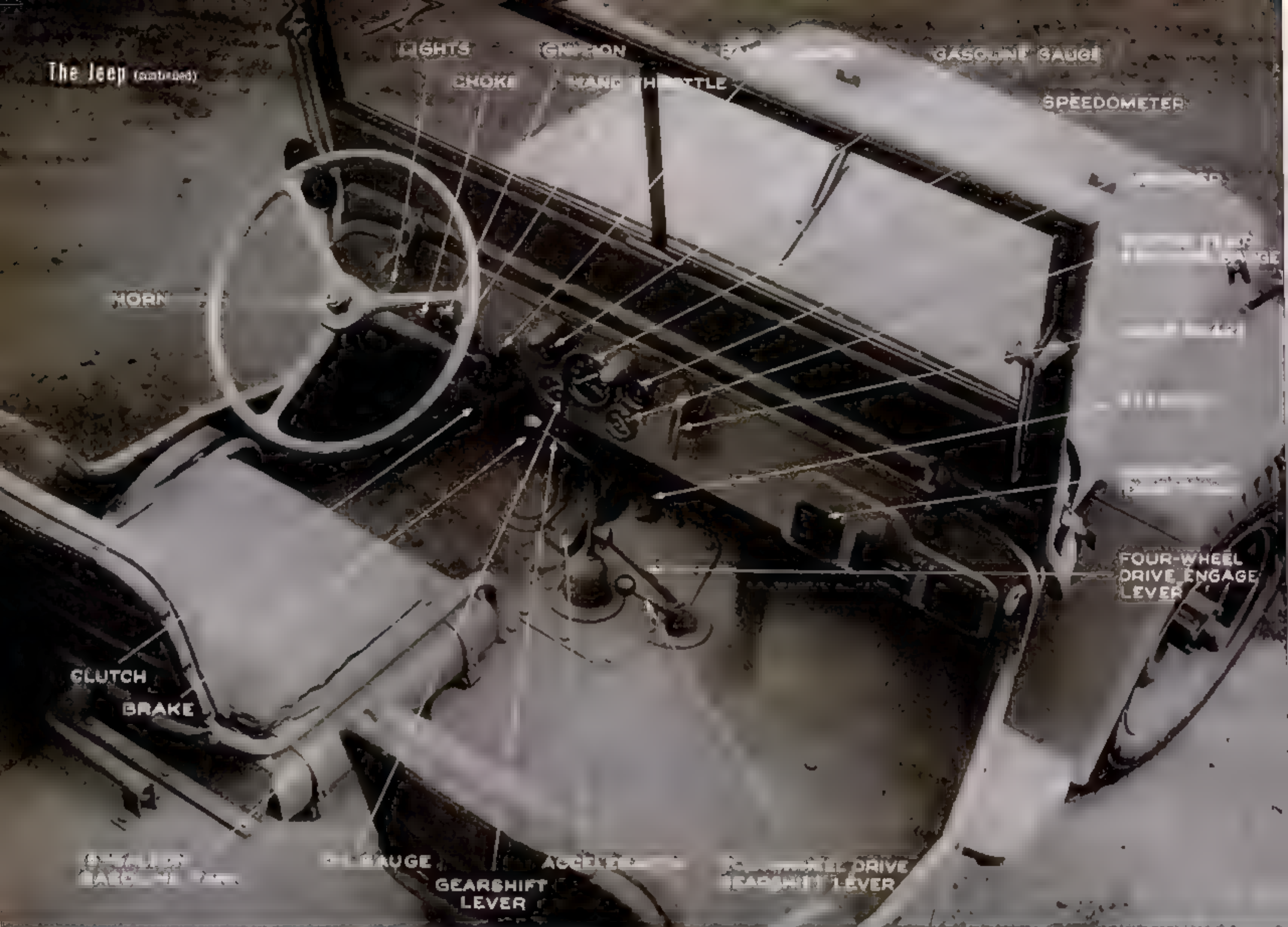
Baby took a long time developing. Some of her older brothers and sisters are shown on the following page. But today she is grown up. She has appeared on all of the battlefields of the world. General George Catlett Marshall has called her the country's main contribution to modern warfare. American soldiers love her with a deep and paternal affection, bestowing on her such names as peep, iron pony, jeep, blitz buggy, jitterbug, beetlebug, leaping Lena and panzer killer.

NOW A 2,315-LB. CHILD, BABY SITS FOR HER FORMAL PORTRAIT. ATTRACTIVE BUT NOT BEAUTIFUL, HER LINES SHOW SHE WAS CREATED FOR HARD USE, NOT FOR LIFE OF EASE

BABY



The jeep (continued)



DASHBOARD IS AS SIMPLE AS AN AUTO'S. GEAR AT LEFT WORKS LIKE ORDINARY GEAR. GEAR IN CENTER ENGAGES FOUR-WHEEL DRIVE. GEAR AT RIGHT SHIFTS FOUR-WHEEL DRIVE



The Howie machine-gun carrier, forerunner of jeep, was built in 1937 by Captain Robert G. Howie, then an instructor at the Infantry School, Fort Benning. Steering was done by a lever

A YEAR AND A HALF OLD, THE JEEP HAS HER

In her present form the jeep is a mere year and a half old. Army experiments on her, however, have been in progress since 1933 when the Army bought one small Austin car. Between 1933 and 1940 several undersized cars, including the Ford cross-country car (right), were built and submitted to the Army. The Howie machine-gun carrier (left), which became the most immediate forerunner of the jeep, was built not by private industry but by the Army itself.

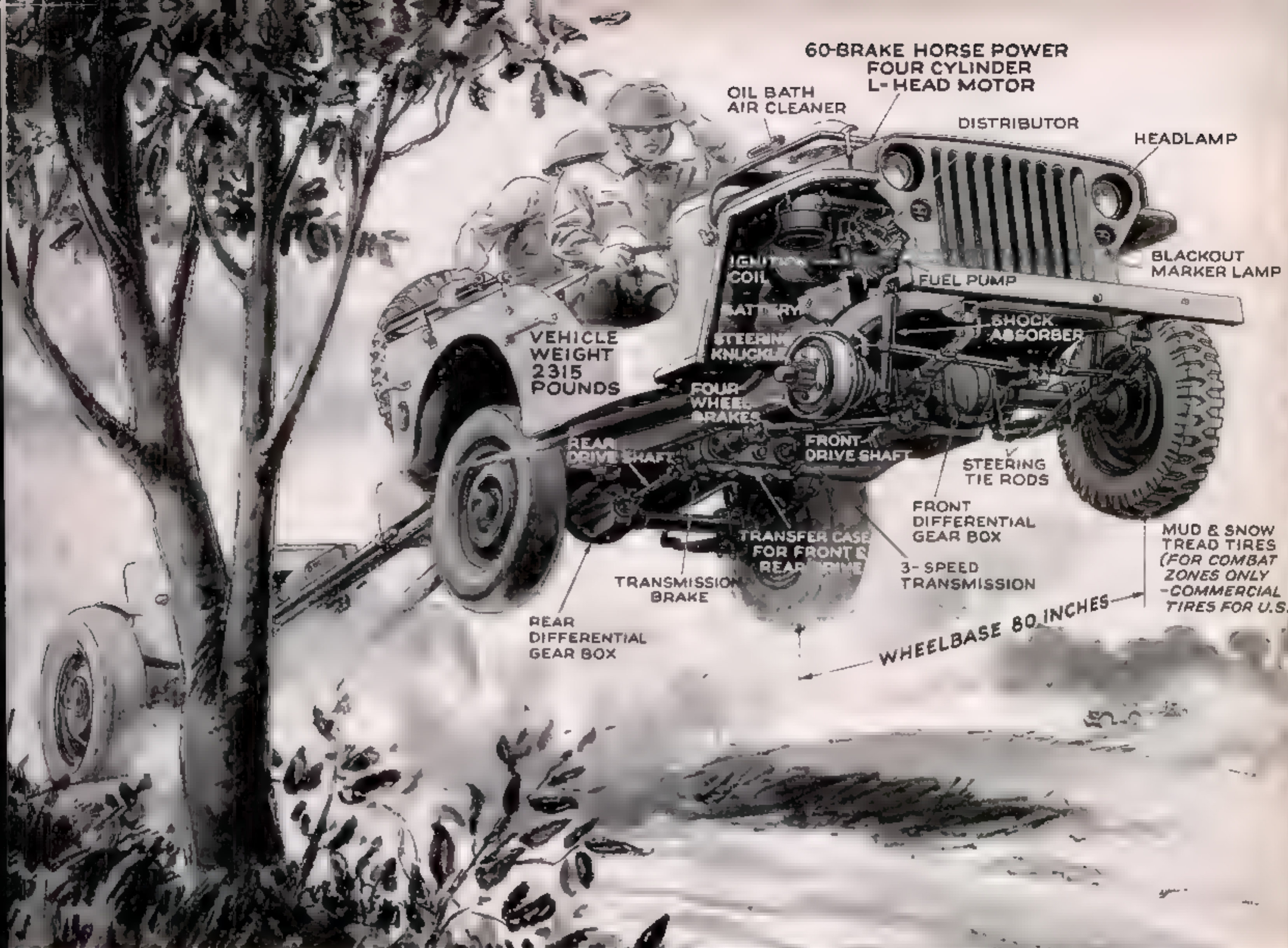
Late in 1940 three automobile companies, Bantam, Ford and Willys-Overland, were commissioned by the Quartermaster Corps to build 1,500 small cars each. Rigid specifications were laid down. After these particular cars had been built, the Army selected the Willys-designed jeep as the most practical, and ordered both Willys



Scarling and spitting, the jeep rears up on hind wheels hurdling a Florida dune. Pictures like this have made Americans want to own a jeep. They think they would be good for hunting



One of the jeep's earliest known baby pictures is this one of a Bantam experimental model leaping over the ground towing a bouncing 37-mm antitank gun. All four wheels of the car as well as the



CUTAWAY DRAWING, WITH FRONT WHEEL MISSING, SHOWS HOW A JEEP IS BUILT. TO CONSERVE TIRES AND PREVENT INJURY TO SOLDIERS, ARMY NOW FORBIDS JEEP TO BE JUMPED

BABY PICTURES TAKEN AND JOINS THE ARMY

and Ford to build many more thousands of them. Thus the jeep joined the Army.

As the two top pictures show, the jeep may be small but she packs a wallop. She has 60-brake hp in a four-cylinder engine, with both two- and four-wheel drive. She is 11 ft. long, 40 in. high, 62 in. wide and costs \$875. Normally she carries three passengers, two in front and one behind, but if necessary she can crowd in six. Her top speed is 65 mph and with a gas capacity of 15 gal. she makes 16 miles per gal.

Like all children, the jeep treasures her baby pictures. Five of them are shown here. They are representative of the kind of pictures taken right after she was born which fired the imagination of an already motor-minded nation. "Boy, of war," said the U. S., "any car that can do these things must be a lulu." Baby is a lulu.



Early jeep, built by Ford Motor Company, attracted attention but was not ordered in quantity. Lessons learned from cars like this and others built by Bantam and Willys helped design jeep.



Two wheels of the gun are off the ground. Every new Army driver of a jeep is likely to attempt to emulate such stunts as this, but Army authorities insist that the jeep is a vehicle, not an airplane.



Getting in the mud and water like other babies is one thing the jeep loves to do. Before getting car wet in streams, drivers are instructed to remove fan belt, operate motor without it.



Attacked by planes while on convoy duty, the jeep offers some protection for her men and equipment from which they can fire. Below, she tows a 47 mm anti-

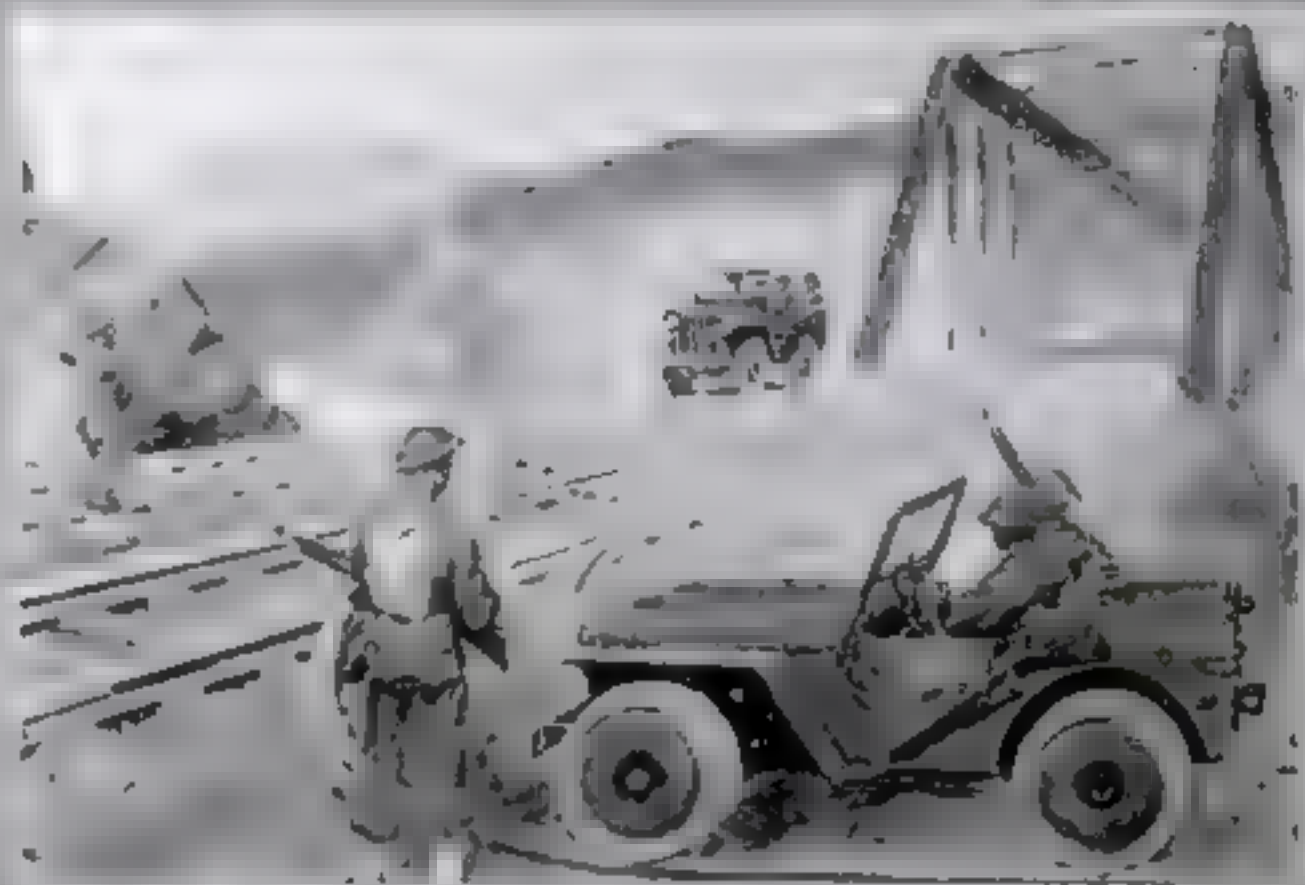
tank gun. Recently in experiments she has been used to mount the 47 mm gun. In Africa the British put a machine gun on her and used her as an armored car.



HERE ARE SOME OF THE USES TO

The jeep is like a baseball pitcher brought up from the minors who suddenly becomes not only a great pitcher but a great batter and feeder as well. The club which owns him gets more than it bargained for. The jeep was originally designed as a reconnaissance car. As is shown here, she turned out to be much more than that. With 40-cal. or 50-cal. machine guns mounted on her, she's a good combat vehicle. She's also used as a prime mover for a 47 mm. anti-tank gun. Fitted with a wire reel for laying telephone wires, she's much used by the Signal Corps. For truck convoys she's an ideal messenger and policeman. In the Armored Force she mounts a 47 mm. gun and fires it point-blank against enemy tanks. She is useful in chasing enemy paratrooper troops. In the Cavalry, she is gradually taking the place of the horse.

The secret of her social and business success is that she can go anywhere. She can wade through mud and snow or scoot across bomb-pocked fields, or between trees in a thick forest. She can



WHICH THE JEEP HAS BEEN PUT

be wrapped in a canvas bag and floated across a stream. She is small enough to be flown in a transport plane. Her four-wheel drive mechanism pulls her through the heaviest of desert sands. Her low silhouette makes her easy to camouflage from prying enemy planes.

To all these uses the jeep has already been put. But there are many more things she would be capable of doing if her body were slightly changed and adapted. Some of these practical adaptations are shown in the drawings below, which were prepared by the Willys-Overland Company, the design and manufacturer of the jeep.

Naturally she is a hero on her own, as the jeep could not be kept within the confines of the U. S. All of our war aces wanted to see her in action. Today she is traveling everywhere—to Russia, China, England, Australia, India and Egypt. She was one of the few military vehicles able to get through the tangled swamps of Burma, Borneo, Philippines, and through the bitter, tragic mud



Jeep lays a smokescreen as smokepot is held off her rear and she dashes out into the trees. By firing such a smokescreen, tanks can advance.

The jeep is also a telephone car for the Signal Corps. She can also be equipped with two-way radio and kept in touch with headquarters wherever she goes.



The Jeep (continued)

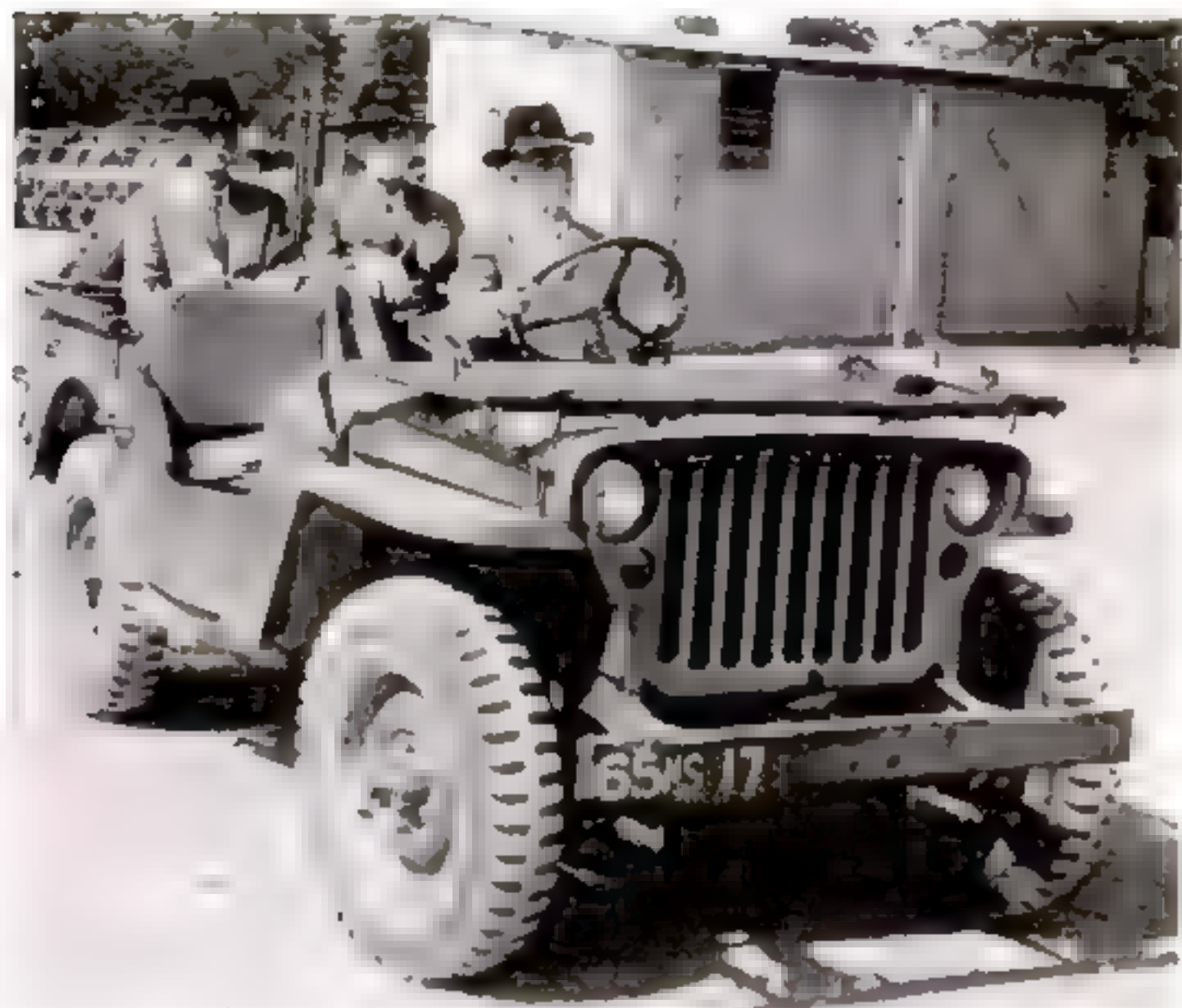
TODAY SHE IS SUBJECT FOR GAGS BUT SOMEDAY SHE'LL MEET DEATH IN A JUNK YARD

Life is not all work and no play for the jeep. She has her good times too. Like any debutante, men want to be seen with her—particularly Congressmen, mayors, actors and generals. Because she is new and piquant, she is often the subject for gags like the ones shown here.

Lately new adventures have befallen the jeep. Most interesting are her appearance in the movies with the Andrews sisters in something called *Pirate Buckaroo*, and her debut as the subject of popular songs. The most notable of these to date are *Six Jerks in a Jeep*, *Lit-*

tle BoPeep Has Lost Her Jeep and *Jeep Jockey Jump*.

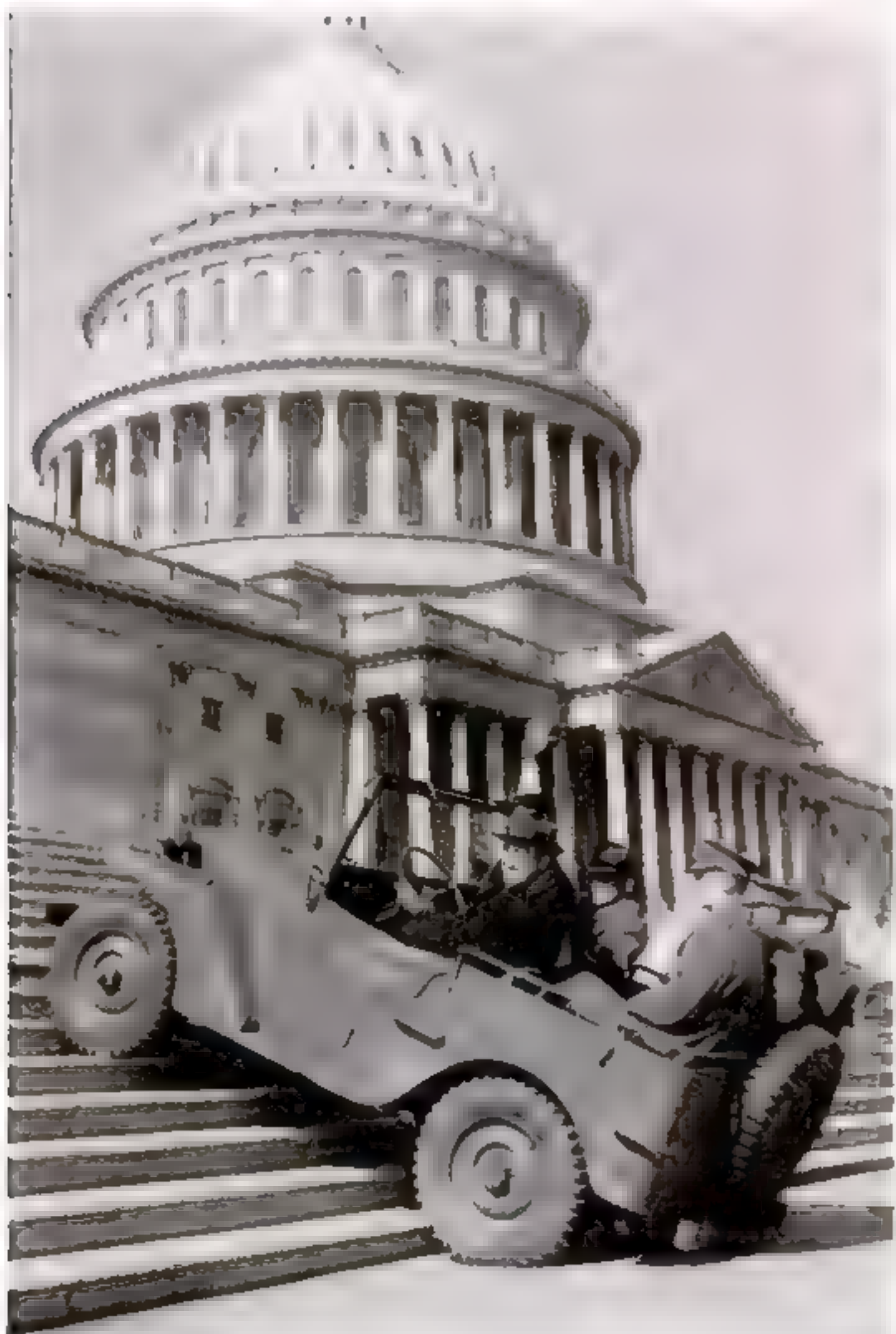
Some day, of course, the war will be over and the jeep will retire from active service. Then she will be of use on the farm (*below*) and will be sought after by hunters, fishermen and stunt drivers. But eventually, as it must to all old soldiers, death will come to the jeep. Then she, too, will find a rusty grave (*right*) in the unknown soldier land of an automobile junk yard. All she will have to do then is to contribute some of her parts, in salvage operations, to some brighter, newer Army vehicle.



THREE CIVIL WAR VETERANS RIDE A JEEP DURING REUNION AT FORT OGLETHORPE



AT CAMP LEE, VA., SANTA CLAUS ARRIVES IN A JEEP FILLED WITH PRESENTS FOR SOLDIERS



SENATOR MEAD OF NEW YORK DAILY DRIVES THE JEEP UP THE CAPITOL'S STEPS



RIDING A JEEP, "PAUL REVERE" IN COSTUME ASKS MAYOR LA GUARDIA FOR SUPPORT OF USO



PRETTY FARMERETTE BECKY BERGMANN USES A JEEP TO BRING THE COWS IN FROM PASTURE





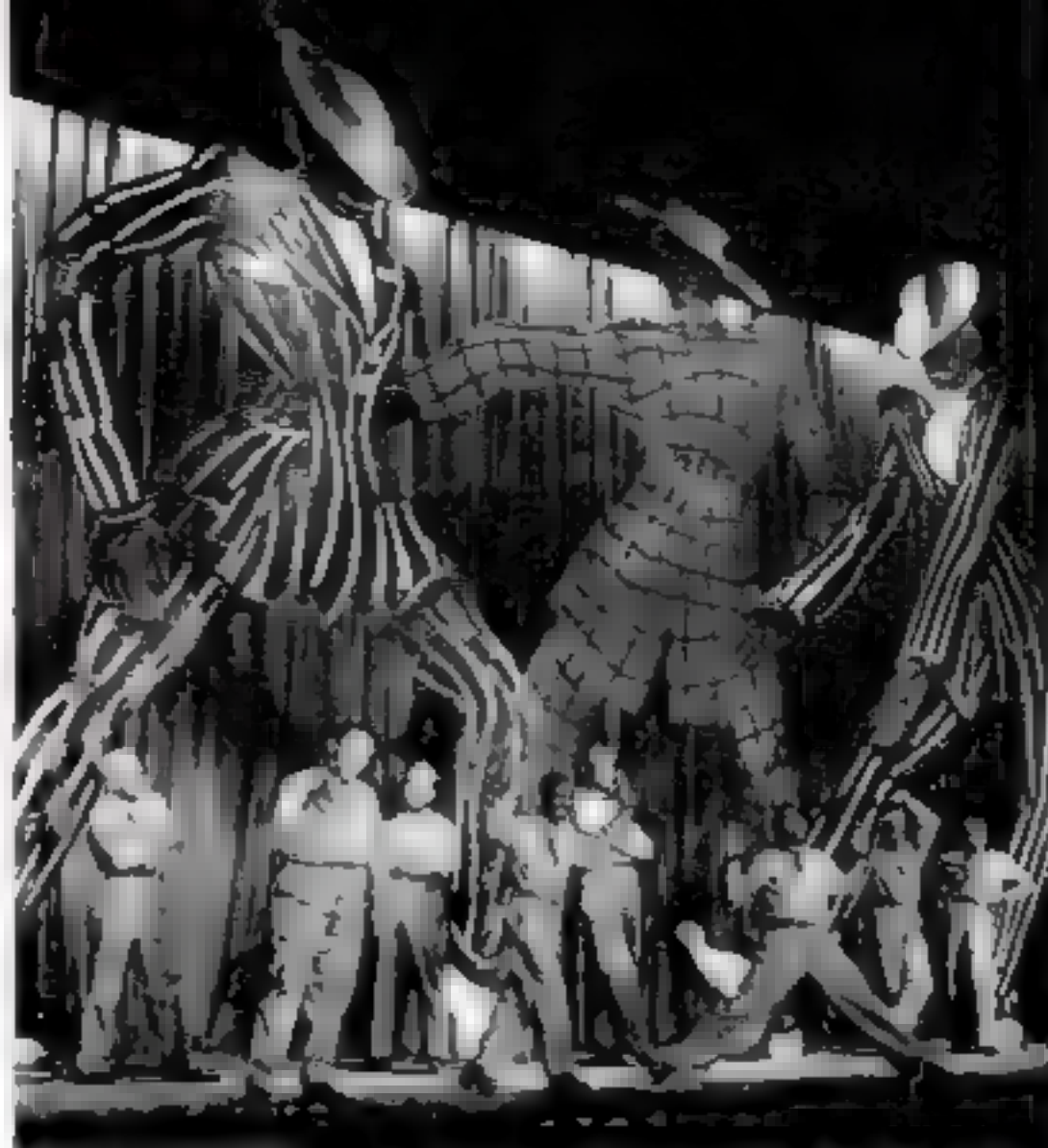
Irving Berlin winds his puttee just before singing his famous old hit, *Oh, How I Hate to Get Up in the Morning*, which he first sang in his 1918 Army show, *Yip, Yip, Yaphank*. Now in his new all-soldier show, *This Is the Army*, Berlin does an encore after 24 years. As a vocalist he still sounds like a fright-

ened foghorn, but the spectacle of the little sergeant, who has become a great popular composer, singing his own nostalgic ditty and carrying on today stronger than ever, wins him an ovation at every performance. Berlin spent six weeks living in barracks at Camp Upton, Long Island, helping soldiers re-

hearse his dozen new song hits, for which, as usual, he wrote both words and music. But the boys still like to sing this old one which ends: *Some day I'm going to murder the bugler, Some day they're going to put him down, I-I am, while his recruits, and sleep upon it hearing, And spend the rest of my life in bed.*



On K. P. duty, Private Larry Weeks breaks monotony of peeling spuds by doing juggling act with them when sergeant isn't looking.



In a Harlem number, Negro soldiers go to town to Berlin's best swing tune, *What the Well Dressed Man in Harlem Will Wear*.



Private Joe Cook Jr., son of famed comedian, emulates his old man by juggling Indian clubs on a unicycle.

THIS IS THE ARMY

Berlin's new all-soldier show victoriously invades Broadway

By far the most stirring event of Broadway's season was the opening a fortnight ago of Irving Berlin's new all-soldier show, *This Is the Army*. It was written as a successor to his old World War I hit, *Yip, Yip, Yaphank*, and is being performed for benefit of Army Relief. Atop its program are the words "Uncle Sam presents." Uncle Sam's invasion of Broadway is a total victory.

The show took shape at Camp Upton, Long Island, old home of *Yip, Yip, Yaphank*. Most of its cast were recruited from camps all over the country. Some of the boys are actors, or sons of noted stage people, but 60% had never been on a stage before. Between regular military duties the show was directed by Sergeant Ezra Stone, best known as Henry in the *Aldrich Family* radio series. Berlin himself stood by nervously to linker and make improvements until the curtain went up. Scheduled for a run of four weeks on Broadway, *This Is the Army* has proved so prof-

itable that it may be taken on a quick coast-to-coast tour.

Primarily, *This Is the Army* is a musical. Its orchestra and singing chorus are tops. Berlin has written simple, singable stuff that appeals directly to a soldier's heart or feet. For sentiment there is *I Left My Heart at the Stage Door Canteen*. For humor there is an anti-Hitler dirge called *That Russian Winter*, and *Aryans under the Skin* sung by a chorus of chummy Japs and Nazis.

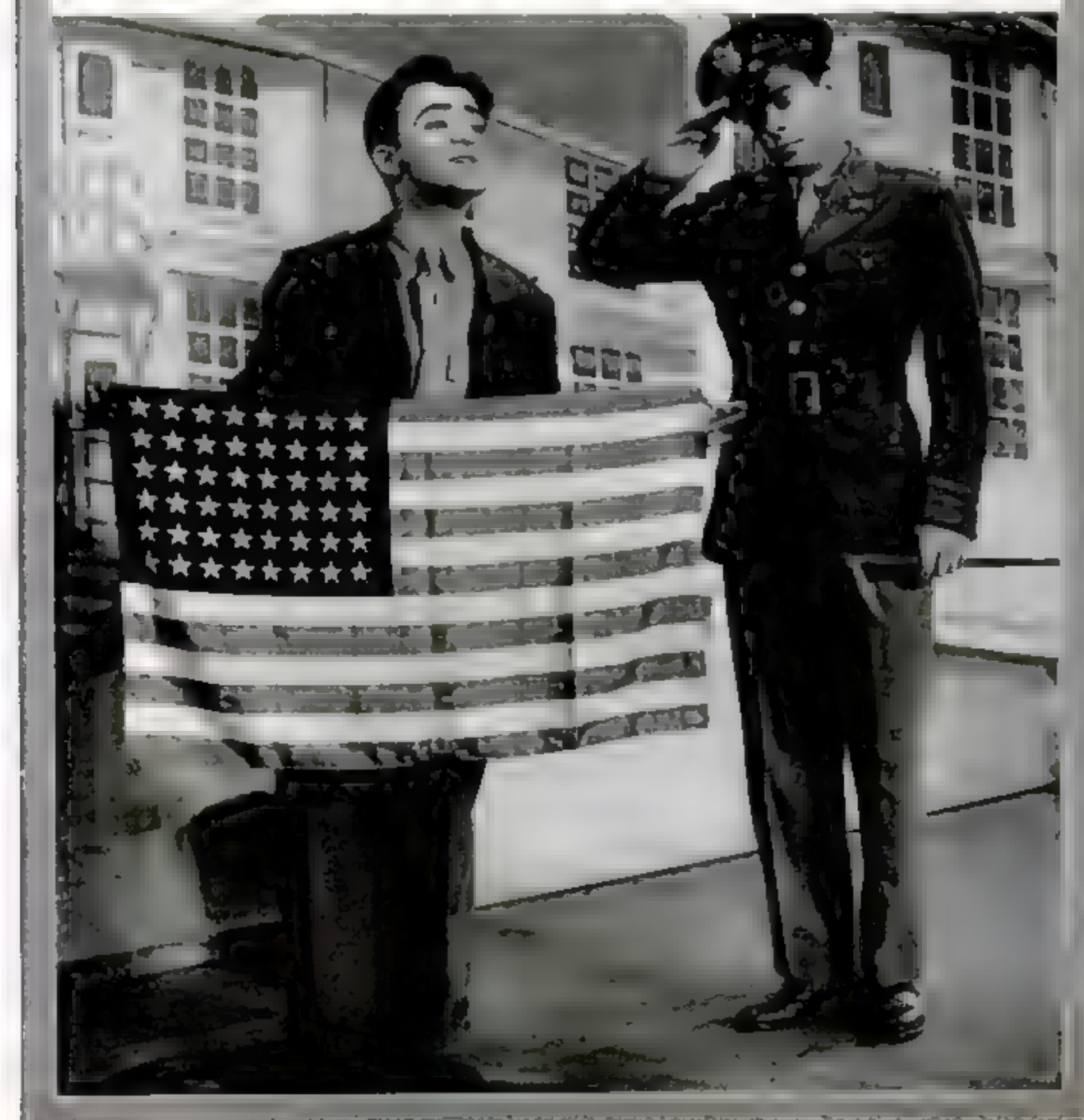
Military briskness, smart good taste and a spirit of generous goodwill pervade the show. The soldier actors receive no extra pay. Production materials were given free, such as all the costumes from Daxian's, famous theatrical outfitters. Warner Bros. bought the movie rights for \$250,000 which goes entirely to Army Relief. Revenue from Berlin's show and his patriotic songs, including *God Bless America*, exceeds a million dollars, all of which he has given to the country where he once landed as a penniless immigrant.

TO SUCCEED OLD NUMBER, "OH, HOW I HATE TO GET UP IN THE MORNING," BERLIN WRITES NEW ONE SHOWING SOLDIERS BEING SERVED BREAKFAST IN BED BY LOVELY GIRLS





Magician John Mendes baffles his superior officer (Private Ross F. Cutler) by his tricks with handkerchiefs. When his officer bawls him out for general sloppiness, saying, "How can you expect anyone to respect you?" Mendes magically transforms three handkerchiefs into an American flag, thus forcing officer to salute him.



As Vera Zorina, famed ballerina, Corporal Nelson Barett exerts comically in Stage Door Canteen number, which parodies New York's Stage Door Canteen, where stars give free food and entertainment to servicemen.



As Lynn Fontanne and Alfred Lunt, Privates Perry and McCall burlesque the nation's team in the Canteen. Says Lunt, "I have experienced a rare ecstasy in this skit than I have ever experienced on any stage."



As Gypsy Rose Lee, Private Jake Oshins does a discreet strip tease rolling down his stockings. Private Oshins, who makes a big hit in the show, has played in night clubs but says, "It took Uncle Sam to arouse me."

As an example of what a soldier is not,
Private MacColl sits in wheelchair while
orderly pours cocktail out of trick gun



EVERY BOY CAN HELP WIN



1230 SIXTH AVENUE • ROCKEFELLER CENTER • NEW YORK

UNITED

THIS WAR BY COLLECTING SCRAP RUBBER AND METAL



Frank Leahy, famous football coach and Director of the Keds Sports Department

"So, come on fellows! Organize a Scrap Warden team in your community and let's junk the Axis"...says Frank Leahy

that folks in your community have been accumulating in their backyards, cellars, closets and attics for years!

First, get your team of Scrap Wardens together. Next make a map of your territory like the one shown here. And then start a systematic search for junk. Start in your own houses. Mobilize your fathers, your mothers, your brothers, sisters and friends. Get them to work with you!

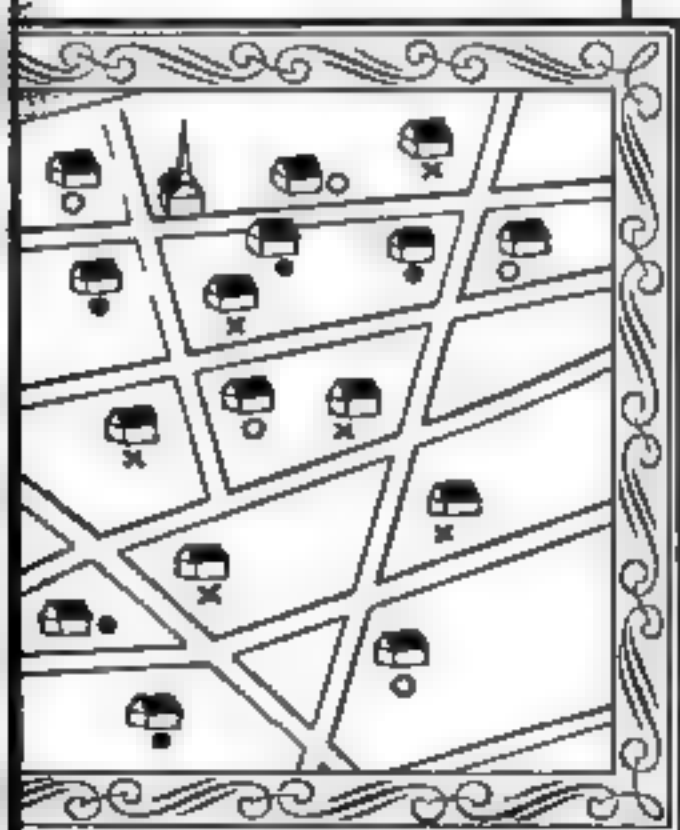
If folks don't cooperate it's just because they don't understand how desperately our soldiers and sailors on the firing line need every ounce of scrap you can collect. So, don't take "no" for an

answer. Don't let anybody block you. Don't let the problem of moving scrap to your junk dealer or local Salvage Committee stop you. Go to your Mayor, go to your newspaper, stir people up ... *make 'em* get in the scrap with you.

You may not be old enough to fly and shoot and fight side by side with your older brothers and the fellows you've always looked up to, but you can pass 'em the ammunition! So, let's go! Let's use the same headwork, the same team spirit, the same never-say-die grit that wins on the football field to help us all win the greatest fight of all time!

BOYS! You can get in the scrap and help beat the pants off the Japs, the Nazis and the Fascists! And here's how: By collecting discarded rubber tires, tubes, hot water bottles, shoes, mats, hose, irons, pipe and all the other junk

MAKE A MAP LIKE THIS ONE. Circles indicate homes of fellows on your team. Dots indicate houses of friends. Crosses indicate houses where you'll have to "sell" yourselves. Plan your campaign like a military campaign.



WHAT "SCRAP" MEANS TO THE ARMY AND NAVY



Guns and tanks are 50% scrap metal



Subs and ships are 50% scrap metal



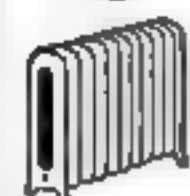
Scrap rubber makes gas masks and balloons



Scrap rubber makes tires for trucks and jeeps



1 old tire makes 8 gas masks



1 old radiator makes an aerial bomb



7700 aluminum pans make a pursuit plane



1 iron makes 2 helmets



1 refrigerator makes 3 machine guns



100 lbs. of paper makes a carton for 35 shells



32 toothpaste tubes supply the tin for 1 plane



RUBBER BOOTS, SHOES, HOT-WATER BOTTLES
... everything made of rubber is priceless for Army and Navy use. Make a special effort to get all the scrap rubber you can.

TAKE ALL SCRAP TO YOUR LOCAL JUNK DEALER OR SALVAGE COMMITTEE*

*Toothpaste and shaving cream tubes go to your local drug store

STATES RUBBER COMPANY



In the Urals, Russians have built a whole new industrial area far behind battle lines. This picture of a factory turning out heavy machines for military use was taken before Russia was at war.



Ural iron mines feed the great Stalin Metallurgical Combine at Kuznetsk. Relatively safe in the mountain areas, this steel-making center has been rapidly expanded to offset the loss of Russia's

THE RUSSIAN BATTLEFRONT

Rich in land and men, Russia makes the Germans pay a ruinous price for every mile of advance

by C. L. SULZBERGER



C. L. Sulzberger spent six months in Russia as correspondent of the New York Times and was one of the few American reporters allowed to visit the battlefield. Sulzberger is a Harvard graduate magna cum laude (1934), who worked for the United Press until war broke out, when he went abroad. Before going to Russia he covered the German invasion of Greece. Picture at left shows him making his escape from Greece to Turkey in April 1941 in a small sailing boat. Under his fur-collared coat he is wearing a white Greek military tunic.

The war between Germany and the Soviet Union is the toughest in history. On the 2,000-mile front separating the world's largest armies more men have been killed, maimed or taken sick, more destruction has been wreaked, more homes razed and acres ravaged than can be conceived.

The changing battlefields encompass an area roughly the size of the U. S. More equipped divisions have already been scarred or wiped out than the U. S. and Britain can yet put in the field. When Field Marshal von Bock tried to take Moscow last autumn he threw more armored divisions—14—into a 225-mile sector than had hitherto been used by all combatants together in Holland, Belgium and France.

Americans, normally addicted to overestimation, have for once underestimated the scope, ruthlessness and bloodiness of this war of extermination. Only a country with the space and manpower of the U.S.S.R. could lose the territories that have been lost and bear the casualties that have been suffered and still continue as an increasingly effective war machine. My considered guess is that the Nazis and their Axis satellites have already lost 4,000,000 men, including perhaps 1,000,000 dead. Russia has suffered at least as badly.

In this savage combat little quarter is asked and little is given. Nazi armored divisions rolling forward do not bother taking prisoners. After the Germans entered, blood ran thick in the streets of Odessa, Kiev, Kerch and Rostov. When the Russians recaptured Rostov they filmed long lines of peasant women searching piles of corpses for their sons and husbands, screaming, flailing their arms about while invoking curses on the "fascist devils."

In Kiev, German soldiers amused themselves, like mad Turkish sultans, by picking off pedestrians with their rifles. In Odessa, battered Rumanian troops, infuriated by their losses in a long and bloody siege, staged one of the most brutal pogroms in history. When Timoshenko's troops returned to Kerch they found, frozen in the snow-covered streets, the bodies of dozens of civilian peasants sprawled in the final agonies of death. The viciousness of this war is impossible to gauge amid the entanglements of propaganda, but I have heard Russian soldiers tell how their captured comrades were tied to German tanks and then torn apart. I have seen photographs of Russian dead in recaptured territory—with their eyes stabbed out and their ears lopped off by bayonets.



other metallurgical center around the Dnieper Dam. Last year, in accord with a prearranged plan, the vital parts of many factories in the German path were put in railroad cars, moved bodily to Siberia.



Workers sort steel rolls at one of the factories of the Stalin Metallurgical Combine. The iron ore comes from mines around Tagil and Zlatoust, more than 1,400 miles to the west of Kuznetsk.

In towns like Dorogobuzh only one percent of the houses have roofs. The battlefield I visited west of Solnechnogorek was littered with burned-out Nazi tanks and heaped with snow-covered corpses. Here and there stood a spiked gun whose muzzle looked like the opened petals of a tulip. Nearby a wounded horse pawed desperately trying to move its paralyzed hindquarters. Now and then I stumbled across the awkward bodies of the German dead, blood frozen red upon their faces.

The Russians have not been slow to answer the Nazis' challenge of "total war." Besides leaflets, Red propaganda planes flying behind the Axis lines parachute German corpses to earth as graphic reminders of the fate that beckons Russia's enemies.

Nobody knows how many German prisoners have been taken by the Russians. Frequently we correspondents asked S. A. Lozovsky, Assistant Commissar for Foreign Affairs, what the figure was. We never received an answer. In the six months I spent in the U.S.S.R., I personally saw four German captives.

I do not know where the other German prisoners are but an excerpt from my diary, written near Volokolamsk, reads:

"The noise of artillery is already receding into the distance as the enemy rear guard retreats by forced marches. Machine guns sound in the woods. You ask an officer what that is.

" 'Oh, it is our men trying out captured trophies,' he says.

" 'Are there any targets?' "

" 'Who knows?' he says. 'Who knows?' "

In the vastness of this struggle, there have been few pitched battles on static lines like those which followed the French victory of the Marne. There has been no single holocaust like Verdun. But day after day, night after night, thousands of men are dying, while others crawl to the rear wounded. The terrain over a 2,000-mile front varies only in foliage and climate. It is a monotonous flatland from the southern Ukraine to the wooded shores of Lake Ladoga, broken only by such geological highlights as the Crimean palisades, or the bluffs of the White Sea regions where Colonel General Dietl's troops, strove and still strive to cut the Murmansk railroad. There is only this fundamental difference: from the Arctic to the central front the

fields are enveloped by great forests of pine and birch while to the south there are few trees. This is the open steppe over which invaders have marched since the days of Attila.

As a result, Soviet communiques never mention *sectors* but talk instead about fighting "in the direction of." This is accurate, for there is no real front in the Russian war and hence there are no sectors. When the battle is joined, the opposing troops come out of their slit trenches and dugouts and fight it out until the tide swings backward and forward. The struggle on both sides is to envelop, outflank and crush the enemy units, to capture or maintain strong points but not areas or lines. When the Russians were east of Kalinin their communiques said: "Fierce battles continue in the direction of Kalinin." Now they are west of Kalinin, yet their communiques say: "Battles continue in the direction of Kalinin."

What does a segment of this vast contested area look like? My diary, describing a typical region northeast of Yelnya on the Moscow front which I visited last September and which must be much the same now, reads:

"Here and there batteries garlanded with birch branches nestle in wooded spots. Single antitank and anti-aircraft guns, among clusters of trees, are guarded by sentries carrying bayoneted rifles or tommy guns. They have potato-masher grenades stuck in their belts beneath their hooded rain mantles.

"Behind the lines light tanks guard the highways and key positions. Every now and then a medium tank spatters across a sloppy field at 25 miles an hour, with its turret open and a helmeted soldier looking for planes.

"Most of this area has been reconquered, and the slightly sour smell of death hovers over it. Enormous bomb craters, some of them 18 ft. deep and more than 30 ft. across, scar the roadsides. Fields have been chewed by tractor and tank treads and pitted by shell bursts. Occasionally a Nazi 75 sends a screamer across, but on the whole the region, up to the very front, remains quiet.

"Soldiers drive herds of cattle forward to fill the stewpots at soup kitchens. Privates labor in some of the fields. Peasants with bundles on their backs and in carts head toward their regained homes, often a shambles. Crows and magpies peck at the bloodsoaked earth. Huge formations of ducks swarm southward.



THIS IS THE GREAT BATTLEFIELD OF YELNYA, PHOTOGRAPHED A FEW WEEKS AFTER THE FIGHTING BY MARGARET BOURKE-WHITE ON SAME TRIP THAT SULZBERGER SAW IT

THE RUSSIAN BATTLEFRONT (continued)

"This is gray, gloomy, desolate territory. Villages have been smashed and leveled and trees tipped apart. The landscape is dotted with stark reminders like shattered tanks and bullet-riddled helmets.

"Fragments of wrecked machinery are seen everywhere—tanks, planes, guns and motor cars. Here is a piece of a Messerschmitt hurled into the ochre-colored earth. There is a Skoda reconnaissance car or a virtually intact Tatra armored car, a great Borgward troop carrier with caterpillar treads; a Mercedes gun hauler, tanks and field guns, cases of mortar shells and thousands of belts of copper-jacketed machine-gun bullets. There are tattered uniforms, rifle butts, letters and newspapers.

Three dud shells lie in what must have been a garden. A dud bomb is buried in the roadside mud. The front half of an armored car is parked in the shadow of what was once a house. A bent, bullet-riddled fragment of what had been a tank lies near a dirt-caked helmet. The helmet looks like a tortoise's back, it smells sour.

"To the southwest a rutted road winds through a field of rye, decayed in the rain. There, like master footprints, are the holes dug by the Russian shells that followed the retreating Germans, blasting hurriedly laid coils of barbed wire, ferreting out artillery positions, mangling innumerable machines and men.

"Puffs of smoke are billowing from the trees. Goats munch peacefully as shells scream occasionally overhead. A flight of light bombers roars over a forest. On an open road the Germans put a shell a hundred yards from the car; it bursts with a sharp noise and a puff of dirt."

These words describe a quiet day in a quiet area. In general, the Russians are content to remain on the defensive, making the Germans pay heavily for every attack, chipping down the size of the *Wehrmacht* day by day. They realize that Hitler's greatest weakness, manpower, is their own chief strength—that no matter how much matériel the Führer can squeeze out of the slave

factories of Europe he must have soldiers to use it. General Vassily Sokolovskiy, Timoshenko's husky chief of western staff, described the Russian tactic to me as one of "blitz grinding." The object is to slowly chew the enemy to pieces. During the Greek-German war the Greeks used to say: "These Germans are nothing but a bunch of damned chauffeurs. Pull them out of their machines and you find they're not so hot." That's what the Russians are trying to do.

The Red Army specializes in defense

A defensive war of position is the type of conflict for which the Red Army is best suited. So far this Russian Army, like its historic predecessors, has generated little power on the offense. The great spaces, poor roads, limited railroads and a short tradition of mechanization have given the Red Army little practice in the preparation for blitz warfare. Soviet generals appear to have difficulty in handling masses of more than one or two divisions in a thoroughly successful offensive. Marshal Shaposhnikov, the Red Army's little known chief of staff and Stalin's right-hand man, planned a brilliant counterthrust in the Donetz region last autumn, but its success was only partial because of Russian slowness and German suppleness. Timoshenko recaptured Rostov and punished the Nazis badly while driving them back, but he was not swift enough to prevent the Germans from escaping encirclement. General von Schoedler rushed reinforcements to the Mius River and the Nazis were able to establish a series of winter positions. Again, Soviet units punched through just east of Mariupol in December, reaching the Sea of Azov and cutting off the bulk of von Kleist's army in the Taganrog region. But they couldn't tighten the ring and the main German forces broke through to the encircled army.

However, on the defensive the Russians are supreme. Their stubborn refusal to give up in the face of encirclement, or to surrender in the face of overwhelming odds, is typified by the heroic stands of the besieged cities of Sevastopol and

Leningrad. Their obstinate bravery is equaled only by that of the English. Neither people knows when it is licked.

The Russians have a military proverb: "We do not destroy our enemies, we swallow them." In 1709 the Swedes swept across western Russia in a series of bold thrusts but, despite the battle of "annihilation" at Poltava, they were unable to put the Russians out of action. Peter the Great, retreating, re-forming and retreating, extended his enemy to the limit. Then he sent a message to Charles XII of Sweden thanking him for demonstrating how to beat him—and did.

In 1812 Napoleon swiftly overran the most important areas of Russia with the finest army the world had ever seen. But Kutúzov and Barclay de Tolly, the Russian commanders, withdrew their armies into interminable spaces, sacrificing even the great city of Moscow rather than risk military destruction—and defeated the greatest tactician of his day in the kind of war Gandhi might have conceived.

The Russian record in the first World War has never been accorded the luster it deserves. Yet at France's St. Cyr the cadets were taught that the Allies never would have had a chance if Russia had not borne perhaps half the brunt of the enemy's onslaught. Vernadsky, a fair historian, says: "While successful in driving back the Russian armies, Germany failed in obtaining its objective—the destruction of Russia's military power."

Russia fell out of the last war because the people, swayed by a well-organized, brilliantly led, revolutionary minority, had neither the heart nor the desire to win, much less fight. Today there is no such revolutionary movement and the Russians can afford the luxury of retreat. When the present campaign started they had a crack force of well-trained troops, extremely well-equipped, on the European frontiers. Their job was to hold the Germans as long as possible and then, if encircled, to fight back to the main lines. They suffered terrible losses. Behind them stood a mass of less well-trained, less well-equipped levies, comprising all men able to bear

CONTINUED ON PAGE 82



Watch Out for Tricky Eyes

EYES LIKE THESE can slip undetected into key spots in Allied war production.

They can botch the output of the best machines . . . ruin tons of good material . . . introduce errors on desks and drafting boards . . . slow down whole plants, whole industries.

Can, and do!

That's sabotage—not intentional, but sabotage just the same. The spirit is right but the eyes are traitors.

Faulty eyes play tricks. They strain, tire, blur and jump out of focus. Then things go wrong.

Nearly three-quarters of all Americans

have defects of vision. Only a minority of these have taken advantage of the professional eye care which, in this country, is the finest in the world.

We have about 20,000,000 eye faulty folks who are trying to squint and fumble their way through this war. Are you among that number?

Find out. Have your eyes looked at right away. And don't gamble on hurried, incompetent correction. Remember, you will never have another pair of eyes.

Go where you can be sure of the highly skilled, professional care that is available in

every community. Take advantage of the precise individual analysis and fitting service to which your precious eyes are entitled. Keep your eyes tuned to the victory pitch. Better Vision Institute, Inc., 630 Fifth Avenue, New York.

VISION FOR VICTORY



★ ★ ★ ★ ★



IT'S A *Snap* TO GET THIS GIRDLE ON HER

The need for speed is all-important to the Navy. That's why quick, tight, modern snap-fasteners are replacing the old hook-and-wire type of closure on steam pipes. They save crews many a fighting minute. . . . And those saved minutes are the most precious things that anybody's money can buy—right now.

We are naturally a little proud that our engineers and the small metal parts we make can save vital minutes . . . and even lives . . . for the armed services of the United States.

UNITED CARR FASTENER CORP., Cambridge, Mass.

DOT

SNAP FASTENERS

THE RUSSIAN BATTLEFRONT (continued)

arms, young and old. Their task was to absorb the second wind of the German push, to allow again for the further mobilization of the U.S.S.R.'s immense manpower.

The method worked. By the time the Germans pushed through to Smolensk they were met by a new, well-organized force brought up from the rear, and when Timoshenko gave battle there he began the long and bloody process of blitz grinding. Last spring new armies moved in to relieve the winter troops—like a substitute football team taking over at the end of the first quarter, while the winter varsity shifts to the rear for rest and re-equipment.

In contrast to 1914-18, the Bolshevik order is today the established order. All opposition has been flattened. Trotsky and his adherents were eliminated. Marshal Tukhachevsky and thousands of officers and officials were ruthlessly exterminated when the Government decided that they were scheming against the national interest.

How Russia got rid of a fifth column

Thus, by the time the present war started, the internal enemy—the only one which has ever threatened a war-bound Russia—had been smashed. The only potential source of rupture that remained were the 400,000 German-speaking inhabitants of the Volga German Republic, who were descendants of 27,000 Germans invited to settle in Russia in the 18th Century by Catherine the Great. On Aug. 28 of last year President Mikhail I. Kalinin of the U.S.S.R. settled their immediate fate with the following decree: "According to reliable information received by the military authorities, thousands and tens of thousands of diversionists and spies among the German population of the Volga are prepared to cause explosions in these regions at a signal from Germany."

"If diversionist acts took place under orders from Germany by German dissidents or spies in the Volga German Republic or in neighboring regions, and bloodshed resulted, the Soviet Government would be forced under martial law to adopt reprisal measures against the entire Volga German population."

"In order to avoid such an undesirable occurrence and to forestall serious bloodshed, the Presidium of the Supreme Council of the U.S.S.R. has found it necessary to resettle the entire German population of the Volga regions to other districts under the condition that the resettled peoples be allotted land and given State aid to settle in the new regions. The resettled Germans will be given land in the Novo-Sibirsk and Omsk districts, the Altai region of the Kazakhstan Republic and neighboring localities rich in land." In a word—Siberia.

Later, when I was in the Volga region, I asked Ukrainian collective farmers whether there had been any trouble with the local Germans. They said there had been a few very minor scuffles and that some arms and propaganda caches had been uncovered. Obviously the Government was forestalling trouble, not ending it. They had seen fifth columns operating among other German minorities elsewhere and they were not going to take any chances.

Along with the Volga *Volksdeutsch* went various Baltic German refugees, Finns from the Karelian region, and other potential suspects. During August, September and October thousands were shipped, mostly in freight cars, to the great eastern reaches where they will be useful to the Soviet, whether they like it or not, in developing farm regions.

In September, Fritz, my chauffeur, appeared one morning with a forlorn expression and, asking for his pay, announced that he would have to leave Moscow the following day. I had hired Fritz, who was a Latvian German and had previously served Count von der Schulenberg, the German Ambassador, because we could understand each other in German. "Wohin gehen Sie?" I asked. "Nach Sibirien," he replied.

The next to go was Oswald Pale, the son of an ex-American of Finnish origin. Oswald had replaced Fritz as my chauffeur for a few weeks until one day he appeared and asked for his pay. "Siberia?" I asked. "Yes," said Oswald.

The Soviet Government does not believe in risking the safety of the majority by coddling potentially disruptive minorities.

* * *

"The trouble with you people," a young Soviet lieutenant told me as we stopped to light a cigaret at the front last winter, "is that you don't hate the Germans enough." The Russians detest everything about the invaders of their homeland and their emotions are kept at a high pitch by the excellence of Russian propaganda. The pomposity of the Nazi leaders and their theories is ridiculed by Soviet wags. One poster, placed on the walls of Russian cities, delivers the

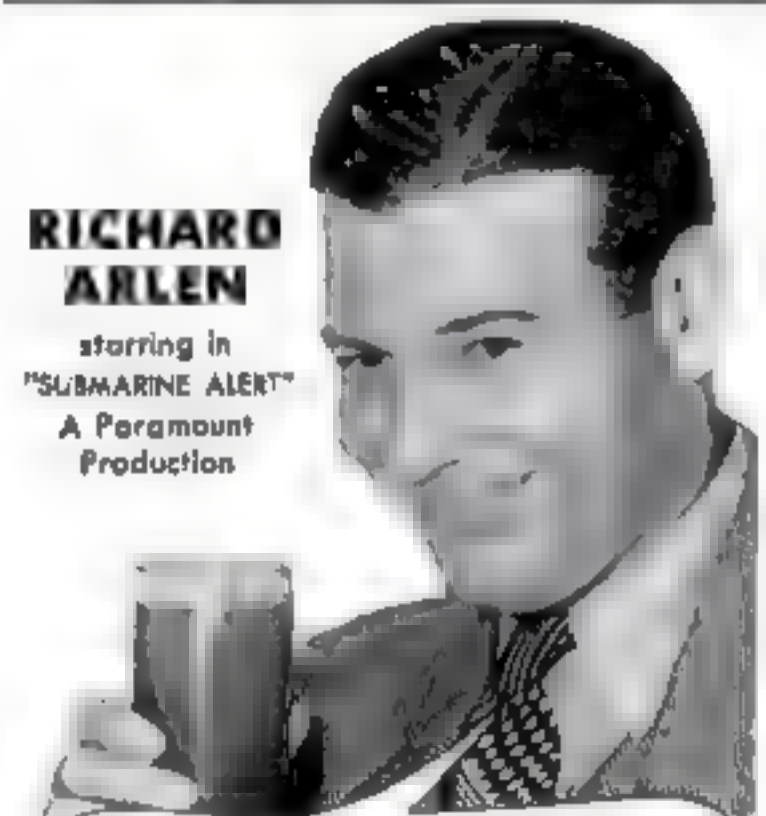


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With
REAL Root Juices

ONLY NATURAL FLAVORS

**RICHARD
ARLEN**

starring in
"SUBMARINE ALERT"
A Paramount
Production



I GO FOR THIS **WOW-**
BEST TOMATO JUICE
COCKTAIL I EVER
TASTED!

Make it in a minute—
with **FRENCH'S**
WORCESTERSHIRE SAUCE

For this delightful, refreshing new cocktail add to a glassful of tomato juice a few grains salt, pepper, a tsp. of French's Worcestershire Mix well—serve very cold. You'll love the zippy, zesty flavor French's gives—a flavor that's a blend of choice ingredients, aged and mellowed.

TOP-NOTCH QUALITY
AT HALF THE PRICE





Beyond the war waits happiness

After the war youth has a new world to look forward to. For today's young men and women can plan instead of dream, can be sure that the homes their parents merely wished for can become a reality for them.

Here is such a home where every window can frame a garden view, where there is space for all the pleasures and purposes of living, where doors can move aside to enlarge favorite rooms or to include garden and terrace as part of the living area.

Here is more than shelter from the weather, and more than simple provision for physical comfort. This house is designed to surround you with the things that lift your heart and make you glad.

It is a house to be lived in for a lifetime. If your family grows so that more rooms are needed, you can add them. They have already been provided for in the original plan. Even the closet and storage space have been carefully worked out to hold the many possessions which all families accumulate through the years.

Complete with the new inventions and conveniences which copper has brought to modern living, such a house can be made available, through mass production, for not more than \$2,000. And the 36 parts of which it is built can be assembled in diver-

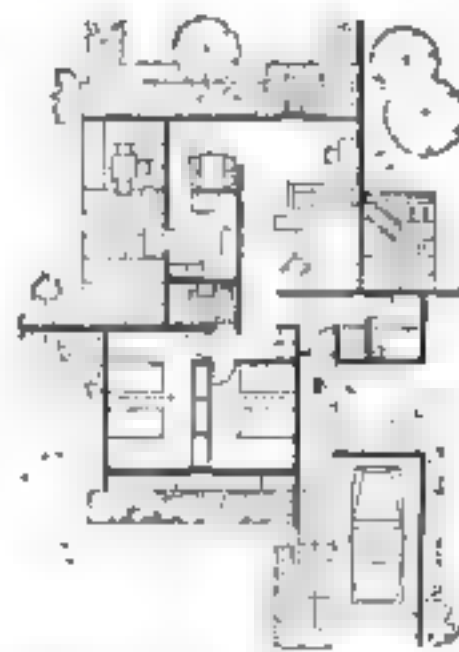
sified arrangements, so it never need look or be just like your neighbor's. For you and those you cherish, it can always be—Home.

A. LAWRENCE KOCHER

In this war, we are fighting not only against our enemies, but for a better way of life for many more of us. Homes such as those Mr. Kocher has designed are an example of what we can have by fighting and sacrificing, and winning.

Great architects and engineers have developed brilliant plans for homes after the war. New techniques will be available for building them at lower cost. Enduring, rust-proof copper will be waiting to give them protection against weather and termites, to help heat them more economically, to insure rust-free water, to afford new comforts and conveniences—to make your home of tomorrow better to own, or rent, or sell.

All of us today are working for Uncle Sam. There is no copper for building, or for any other purpose except winning the war. But in Revere's laboratories, research is continually pressing forward in preparation for the better, happier living that victory can bring us all.



Floor plan showing one of the many attractive arrangements possible with this house.

Naturally, in this limited space, Mr. Kocher could give you only a bare outline of his conception. Revere has prepared an illustrated booklet with complete details. We will gladly send it to you, free. Write us.



REVERE

COPPER AND BRASS INCORPORATED

Executive Offices: 230 Park Avenue, New York



UNGUENTINE

- ① Relieves Pain
- ② Fights Infection
- ③ Promotes Healing

Summer normally brings other burns than sunburn...and *this* Summer we are at war!

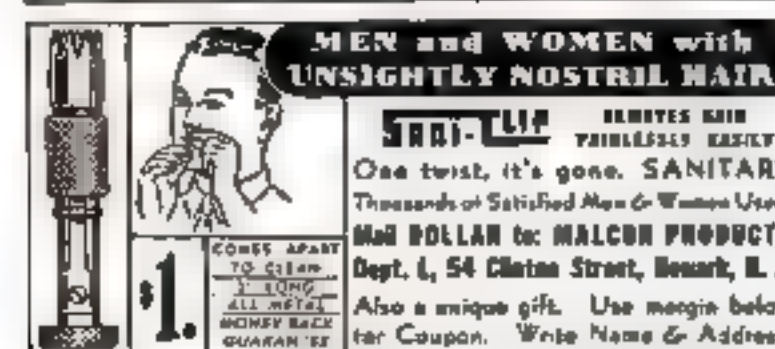
Keep Unguentine handy...for emergency first aid, as well as for the burns of sun and campfire, the scrapes, scratches, non-poisonous insect bites and skin irritations of the season. At drugstores.

Reg. U. S. Pat. Off.



MAKING THE MOST OF A PICNIC

Enjoy eating picnic and home lunches with this better single service WOOD spoon. The true shape and full utility of table silver. Strong, rigid, naturally clean. Does not wilt, bend nor break in use. 5 and 10 cent packages. Practically any store. O. W. D. Ritespoons to match. Oval Wood Dish Corp., Tupper Lake, New York.



THE HAT
UND



Propaganda pamphlets like this are dropped behind German lines. This one shows soldier death notices from German papers and photographs found on dead German soldiers.

THE RUSSIAN BATTLEFRONT (continued)

following message: "Pure Aryan blood is respected in a cow; pure-blooded Prussian cattle are better than all other breeds; Germans don't respect either Einstein or Heine but only cows and bulls, because a cow has a bright brain and a healthy soul; but from Heine and Einstein there aren't any calves and there isn't any milk."

Each month produces its own Captain Kelly or Lieutenant Bulkeley, while factory workers who increase production on the home front are awarded medals similar to the U. S. Navy's Silver Star. A dozen leading Soviet composers have turned out magnificent war songs which deeply stir the music-loving Slavic soul. It is not uncommon to hear a detachment of infantry or marines stamping through the Moscow blackout, with bayonets gleaming dully in the moonlight, while they sing

*Our force is growing stronger.
The war has brought us closer together
And our hearts are now one entity.
Our breasts are full of anger.
Fire from all guns.
Smash the enemy to destruction.
Hey, battery, hey.
Blast more merrily.
We'll shatter the fascist armor.
There will be no mercy from our shells.*

The other side of the Russian propaganda picture is the Soviet's attempt to demoralize the enemy. Besides corpses, the invaders are plastered with leaflets dropped by parachute. Through this air-borne logic Italians and Spaniards were asked last winter what they were doing in freezing Russia fighting a war that was not of their own choice, while Germans occupied their sunny homelands, pillaged their food and enjoyed their women.

Every leaflet dropped behind enemy lines contains a safe-conduct or *propusk*, promising the enemy good treatment and repatriation after the war if he surrenders to a Red sentry. As correspondents, we were not in a position to know how effective this propaganda has been, but on the Novgorod front last autumn deserters from the so-called "volunteer" Spanish Azul Division (composed largely of forced levies) used to creep up to the Soviet lines almost every night and whisper, "Spanish communist, Spanish communist."

When the Germans were close to Moscow last year the foreign correspondents, along with diplomats, were transferred east to Kuibishev. There we had the best accommodations the Russians had

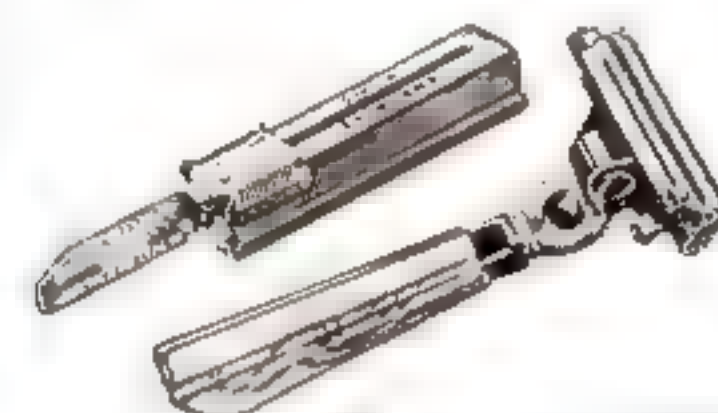


"But Mr. Blusterfuss, They're All Gone"

Wait, Mr. Blusterfuss! Don't take it out on the man behind the counter. He's not to blame if you can't get a Schick Injector Razor.

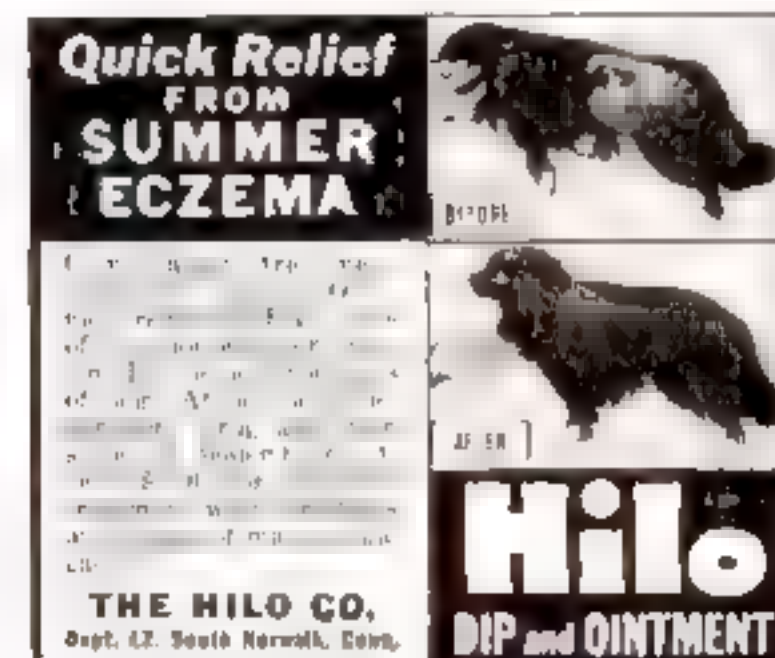
There are plenty of Schick Blades. But war metal limitations now permit us to make only enough razors for military demands.

If you are lucky enough to have a Schick Injector Razor, by all means take good care of it. Until the war is over, you won't be able to get another razor that gives you "the comfort shave"... the automatic blade change... in fact, all the basic improvements made in safety razor design in more than 40 years.



SCHICK INJECTOR RAZOR

Magazine Repeating Razor Company, Bridgeport, Conn.



If You Have HEADACHES

Take SALICON TABLETS for occasional headaches. SALICON requires no warnings—contains no acetanilid. So read your labels. SALICON TABLETS bring prompt relief, cost little. Available at all drug stores. Used successfully for 24 years.

IRON GLUE

MENDS 'MOST ANYTHING

Needs no mixing. Mends wood, glass, china, toys, etc. Ask for Iron Glue—largest selling 10¢ glue. Sold 'most everywhere. McCormick Sales Co., 408 Light Street, Baltimore, Md.

AN ELEPHANT FOR STRENGTH



MORALE IS A LOT OF LITTLE THINGS

THIS IS MR. HOOPER. He didn't start off so chipper this morning. Sort of gloomed along until he came to Main Street.

Then the sweet old lady on the corner sold him a flower for his buttonhole. And look at Mr. Hooper now!

That's what *little* things can do for people. Little things like a posy in your lapel, or a friendly wave from the traffic cop, or a shave and haircut down at Ray's . . .

Small, pleasant, everyday things . . . they all add up to what we call morale. They help us take the bad news with the good. They keep us smiling.

☆ ☆ ☆

It happens that millions of Americans attach a special value to their right to enjoy a refreshing glass of beer

or ale . . . in the company of good friends . . . with wholesome American food . . . as a beverage of moderation after a good day's work.

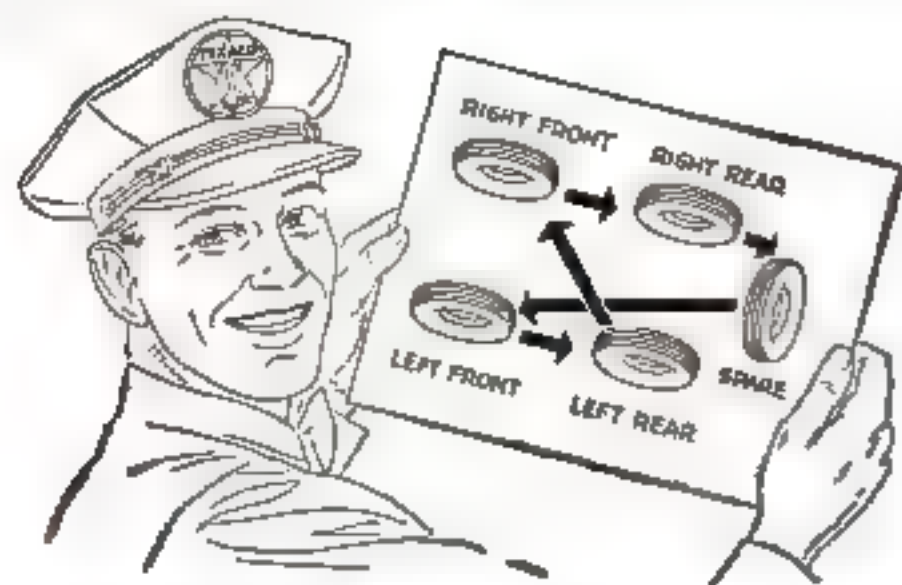
A small thing, surely—not of crucial importance to any of us. And yet—morale is a lot of little things like this. Little things that help to lift the spirits, keep up the courage.

And, after all, aren't they among the things we fight for?

A cool, refreshing glass of beer—a moment of relaxation . . . in trying times like these they too help to keep morale up



CARE FOR YOUR CAR...FOR YOUR COUNTRY!



A change will do them good!..

ROTATING YOUR TIRES periodically... and putting the "spare" to work... helps equalize the wear on all your tires, adds extra driving miles. Your Texaco Dealer will do it for you. And he'll check your battery to keep it young... clean your spark plugs... fill your radiator to avoid overheating and excess engine wear. Stop in this week and every week at your Texaco Dealer's. Let him help you "Care for your Car—for your Country."

A SURE SIGN OF CLEANLINESS



You're welcome at
TEXACO DEALERS



**DOGS HAVE LIKED
Miller's for 25 Years!**

Your new feeding problem is easy to solve. Long before canned dog foods were even thought of, Miller's was making dry foods delicious to dogs. Today everything your dog needs for his basic diet is appetizingly combined in Miller's Kibbles—meat proteins, meat minerals, cereals, and Vitamins A, B, D, E, G. Flavor, formula, and form are right to keep your dog in sparkling good health!

Silver Anniversary OFFER

We want you to try Miller's. Ask your dealer or send 30c for 28 oz. carton, postpaid East of Rock es. Miller's Dog Foods, 744 State Street, Battle Creek, Mich.



ASK FOR Miller's KIBBLES!

NEW TYPE LIQUID RELIEVES

ATHLETE'S FOOT

BY KILLING ALL FIVE FUNGI

You people who suffer with this maddening, stubborn disease—get these facts. Athlete's Foot is usually caused by one or several of five fungi, microscopic growths. It stands to reason that for relief you want a preparation which fights all five fungi.

Tests made in independent laboratories show that SORETONE does kill on contact all five fungi. So—at last here's something worthwhile for Athlete's Foot. Soretone (1) helps to dry affected skin between the toes, (2) dissolves perspiration deposits, (3) relieves and soothes the itching.

Soretone contains a powerful yet mild antiseptic never before used in Athlete's Foot preparations (4-Beta-Ethyl-Hexyl-Phenol). It works! Yet Soretone costs less—\$1 for a whopping big bottle! Also 50c and 10c sizes. **McKESSON & ROBBINS** Bridgeport, Conn.

**MONEY BACK
IF NOT SATISFIED**



SORETONE

FOR ATHLETE'S FOOT & MUSCULAR PAINS

THE RUSSIAN BATTLEFRONT (continued)

to offer. In the Grand Hotel we lived in bare little chambers with complicated double windows which, alternating with the weather, turned the rooms into ovens or refrigerators. The only running water was cold and the tap was on the second floor of the hotel. Down the hall lived the representative of the Mongolian People's Republic, whose two midget-sized children had the voices of young bulls. Another room was occupied by Constantine Oumansky, the former Soviet Ambassador to the U. S. A frequent visitor to this picturesque "Grand Hotel" was Michael Borodin, the Russian communist who led the short-lived communist revolution in China in 1927. The rooms opposite mine were occupied by three Jap newspapermen who drank until 1 a.m., danced until 2 and retched until 3.

Kuibishev is an ancient grain and milling seat which had quadrupled its population to almost 900,000 during the last few years. This spectacular gain reflects the great new industrial development in the Ural regions and western Siberia. The exact amount is shrouded in a thick blanket of secrecy but I should venture a guess that some 250 important factories had been set in operation in that area before the war began. Great factories sprang up at Ufa, Krasnouralsk, Berezniki, Sverdlovsk, Stankostro, Magnitogorsk and Cheliabinsk. At Magnitogorsk, where Europe and Asia meet, one of the greatest steel industries in the Old World has been erected. Ten years ago Cheliabinsk was a little-known name even to Russians. Today it is synonymous with one of the world's greatest war factories.

This eastward shift of heavy war industries was begun more than a decade ago as a prewar preparatory measure after consultation between Army experts and Soviet scientific institutes which had thoroughly surveyed the power, transportation and raw-material potentials of the Ural region. Now dozens of Siberian factories are turning out machine tools, parts, tanks, antitank guns, gun haulers, aircraft, shells, cannon, rifles, machine guns, small-arms ammunition, hand grenades, mortars, artillery, Diesel engines, carburetors, or processing copper, iron and petroleum. To the southeast new textile mills are making cloth for uniforms, and bakeries are making bread in newly cultivated wheat areas.

Whole factories move eastward

While the backbone of this intensive manufacturing activity in the remote heart of the U.S.S.R. is the result of prewar planning and development, additional impetus and enormously increased regional production have been given by the mass industrial transfer of plant, materials and manpower from threatened areas in the west.

This wholesale evacuation is one of the great sagas of history. It is as if the principal factories of New England were suddenly picked up, lock, stock and barrel and shifted bodily to the slopes of the Rocky Mountains. Far from being a sporadic process, this shift had been contemplated by the Kremlin for years along with general mobilization plans. Thus, on M-Day—in this case moving day—the general staff was able to take from its files specific plans for each region and get them under way with relative smoothness.

I visited some transferred factories and found their production unusually good. One carburetor plant I inspected was moved from Leningrad Aug. 3. On Aug. 25 it had resumed operations in the Volga valley. It moved in on a local carburetor factory where extra sheds had been built, and by October the combined production of the amalgamated plant was 25% ahead of the previous combined output. Most of the workers were local unskilled labor. Eighty percent were women. Several hundred skilled craftsmen were brought from Leningrad with the machinery and, because of the simplified production methods, the bulk of the work could be done by hurriedly trained local workers. It was a big, drafty set of sheds, and dust swept in from the flat steppes. I commented on this and the chief engineer, a young Estonian named Ferdinand Aunapu who had studied factory technique for some months in New York and Detroit, replied: "This is war. Our job is to make more machinery and we don't mind getting dirty doing it."

The steel mills of Dnepropetrovsk, the aluminum and magnesium plants of Zaporozhye, the machine-tool factories of Kiev, turbine and electrical-equipment mills of Kharkov, the main Kharkov tractor factory and the Zaporozhye harvester-combine factory were all moved out of the Nazis' reach. The most important equipment of the Dnieper Dam and power station was dismantled and shifted east before the dam itself was blown up in the face of von Rundstedt's armies. It took 1,400 freight cars to move one Dnepropetrovsk factory. It took 928 freight cars to evacuate the personnel and tools of the Kharkov trade schools. Hundreds of munitions experts from the huge Kirovo plant were flown to the Urals to speed up tank manufacture.

CONTINUED ON PAGE 8



“*Yes Sir*—THAT’S MY BABY!”

“Look—I haven’t much time to talk, but—

You know how the Japs screamed when we bombed Tokyo for the first time. Great, huh? It sure sounded good to me, because I helped build the planes that did the job.

“Those planes were North American B-25 bombers. Remember that name—because you’re going to hear it a lot before this war’s over. You can bet your sweet life the Japs and Germans will remember it.

“So far we hear that a B-25 was the first American Army plane to sink a U boat in the Atlantic. B-25s were the first to bomb the Japs in the Philippines. B-25s were the first to bomb Tokyo.

“And that’s only the beginning.

‘It takes thousands of us to build a B-25. It

takes teamwork, with everybody giving his best. But teamwork’s what we got—and you’re on our team too—whether you know it or not. When you buy Bonds and pay taxes, when you save scrap, when you go without new tires or aluminum pots and pans, why then you’re helping us and helping yourself too.

‘So thanks for what you’re doing, and you can depend on what we’re doing. Next time you read

about the B-25, just say, ‘I helped build that plane,’ the way we say it here. And you can celebrate the way we do—by working harder than ever at your job, instead of knocking off and throwing a party.

“It’ll take plenty to beat this Axis gang, but we’re the guys who can do it!”

NORTH AMERICAN AVIATION, INC.
Main Plant, Inglewood, Calif.

**NORTH
AMERICAN**
Sets the Pace

JOIN THE ARMY OR NAVY AIR FORCE

BOMBERS



FIGHTERS



TRAINERS



TOKYO

FIRST to bomb Tokyo were North American B-25s commanded by General Doolittle.

FIRST to build three planes with the same amount of aluminum formerly needed to build one!



BONDS BUY BOMBERS!

The War Savings Bonds you buy put bombers in the air. Buy Bonds every payday!



Rum Carrioca

66 PROOF

LARGEST SELLING RUMS IN THE UNITED STATES

A Rum to Remember

Write for your copy of Carrioca's handsome party booklet "Recipes and Toasts for Popular Hosts"

Import Division
AMERICAN SPIRITS Inc.
30 Rockefeller Plaza, N. Y.
Dept. A-6

IF YOU WANT
to subscribe to LIFE, write to
F. D. PRATT, Circulation Manager
LIFE—330 East 42nd Street
Chicago, Illinois
AND ENCLOSE \$4.50



At home and abroad, for men of action. The first to be chosen—the last to wear out.

BUY MORE BONDS

UTICA BODYGUARD KNIT

UNDERWEAR

In the service of the nation for the third generation.

Trade Mark Reg. U.S. Pat. Off. by UTICA KNITTING CO., Utica, N. Y.

THE RUSSIAN BATTLEFRONT (continued)

Whatever the Russians lost in the way of raw materials and productive output—despite their valiant salvage efforts—must be made up by the United Nations. Hitler has on his side the entire manufacturing capacity of enslaved Europe. The Russians depend on the Volga valley and Ural plants and certain isolated factory centers—plus what Britain and America can produce and deliver. This means not only that Anglo-American plants must continue to make enough military materials and sacrifice enough raw-material priorities to keep the main Russian front going, but that the United Nations fleets must get these supplies safely through to Soviet ports.

The Russians have been doing their best with a difficult railway problem to get deliveries to their factories. The Trans-Siberian line has been double-tracked and another railway is under construction far to the north. A new spur from the Murmansk railway serving as a link to the regular trunk system has been in operation for months. When Anthony Eden came to Moscow in December he traveled along this road from Murmansk to the capital in 55 hours.

New roads and railways are being built in the Caucasus, Kazakhstan and that portion of Iran under Soviet supervision, as well as on the British side of the demarcation line. When I crossed through Iran trainloads of rubber and tin, as well as great cubical crates marked "Via Iran" and coming from the United Kingdom, were shuttling slowly northward.

There is an old peasant adage: "Russia is not a country. It is a world." In point of fact, the U.S.S.R. covers an area that is roughly equivalent to that of the moon. Moody, stolid, bitter and resolute, the Soviet citizen resents the idea of anyone else messing around on his land. I have seen civilians bombed in three other countries, but never with more courageous acceptance than the Muscovites.

The Russian is such a realist that a Moscow museum contains Japanese helmets (from Changkufeng) with clots of hair still attached. Moscow audiences grimly accept heart-rending newsreels showing mounds of dead and mangled bodies—subjects which might shock sensitive New Yorkers.

American correspondents were constantly impressed by the totality of the Soviet war effort. In many factories at least three-fourths of the workers are women. Hundreds of thousands of children are helping to sow and reap the crops. Workers voluntarily abstain from leaving their jobs on holidays, and although bonuses are paid by the Government for exceptional ability, there is no such thing as overtime pay. When Moscow was threatened, the entire population not already engaged in vital war work was drafted to dig ditches and build fortifications. In some cases these civilians were constantly bombed and shelled as they worked. My little secretary, a slight girl with eight frost-bitten fingers, was ordered off to Tula last November to dig antitank ditches. Only the intervention of the American Embassy rescinded the order.

The Russians have proven that they have what it takes to wage total war. Where the Red armies will be six months from now is anybody's guess, but I venture that by this autumn the Red armies will have made the German *Wehrmacht* begin to feel as though it had been bitten by a million vampires, constantly sucking the lifeblood of the German war machine. And when the first snows start thickly drifting down, Hitler's headquarters will more than likely announce, as they did last year: "In accordance with our prearranged plans our troops are withdrawing to prepared positions."



A dead Russian prisoner is buried by his own comrades in a German prison camp. This picture was taken by a German officer who managed to sell it for cash to someone who smuggled it out of Germany. Russian prisoners are fed one bowl of slop a day and usually die of starvation in about two months. Their bodies are stripped before burial.

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then soothe and refresh them the quick, easy way—use Murine.

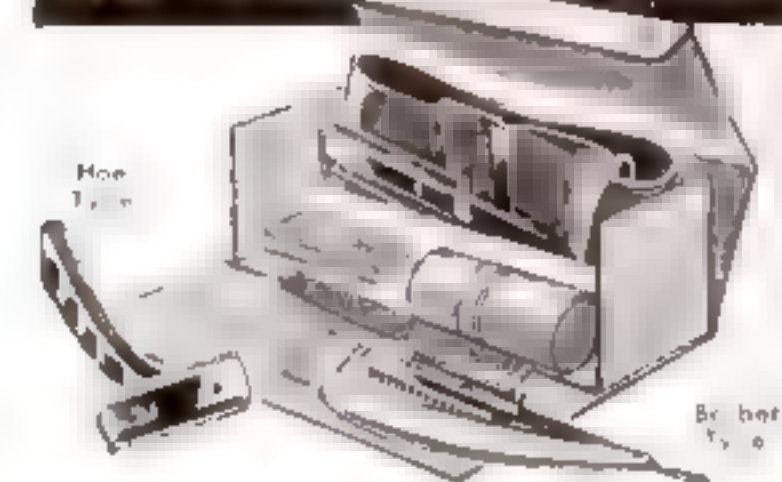
WHAT IS MURINE?

Murine is a scientific blend of seven ingredients—safe, gentle, and oh, so soothing! Just use two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Start using Murine today.

MURINE
FOR YOUR EYES

SOOTHES AND REFRESHES

BLADE RATIONING NO WORRY IF YOU OWN THIS



DURHAM SHAVE KIT

1. Ten hollow-ground, double-edge blades—over twice thicker, to take many shavings 2 1/2 times more shaving edge.
2. Genuine leather strap—semi-automatic, triples life of these already long-life blades.
3. Your choice, barber type or hot type safety razor. Specify type wanted. Both use same famous Durham Duplex blade.
4. In serviceable case with shaving stick and comb. \$2.50 postpaid—Money-back guarantee. Special—Only \$2 if sent to men in Armed Service. Mail orders only—while supply lasts.

DURHAM-ENDERS RAZOR CORP., Dept. L, MYSTIC, CONN.
Also makers of Enders Speed Shaver

AWAY GO CORNS!



Doctor's Relief Sends Pain Flying!

The instant you apply Dr. Scholl's Zino-pads, tormenting shoe friction stops; painful pressure is lifted; fast relief is yours. Used at the first sign of sore toes from new or tight shoes, these thin, soothing, cushioning pads keep you free of corns. Separate Medications included for removing corns. Cost but a few cents a treatment. Sold everywhere. Insist on Dr. Scholl's!

Dr. Scholl's Zino-pads

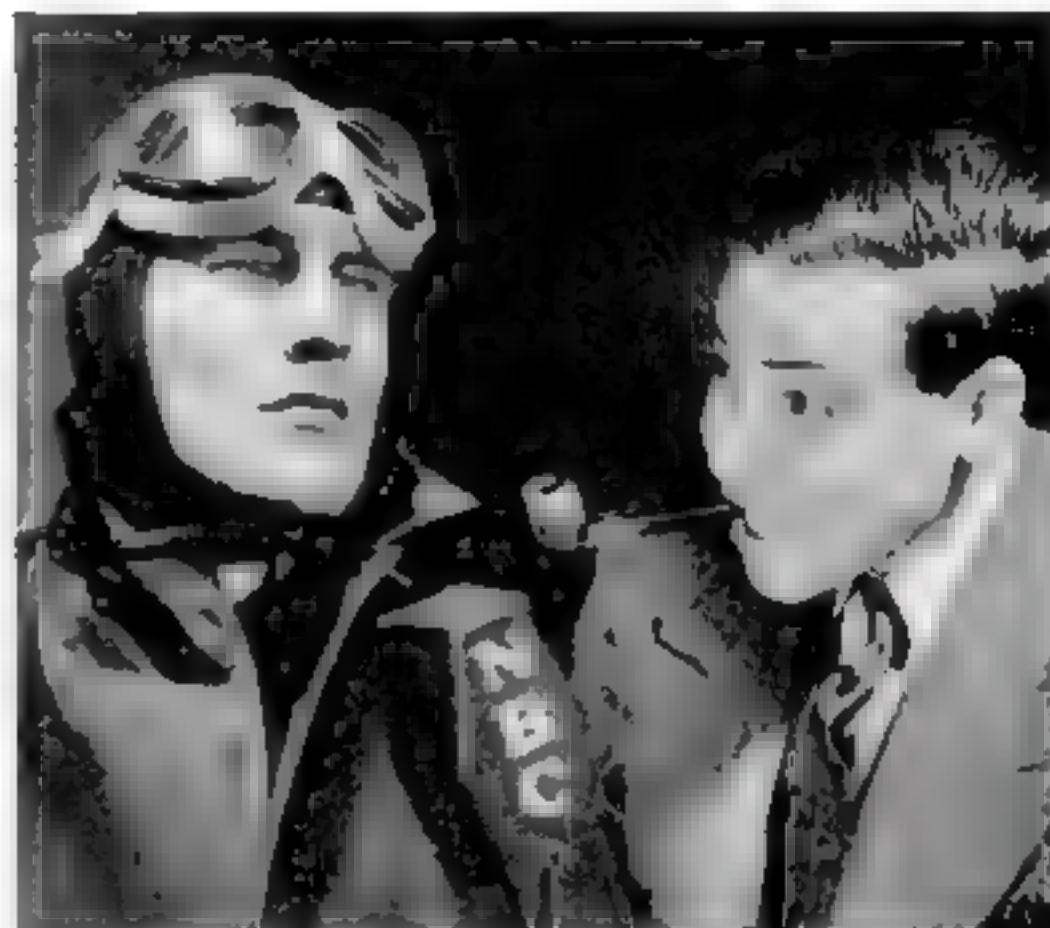
FEET HURT, BURN?
Dr. Scholl's Foot Balm relieves foot discomforts caused by exertion. 35¢

Now—straight from world newsfronts ...radio's war-time March of Time!

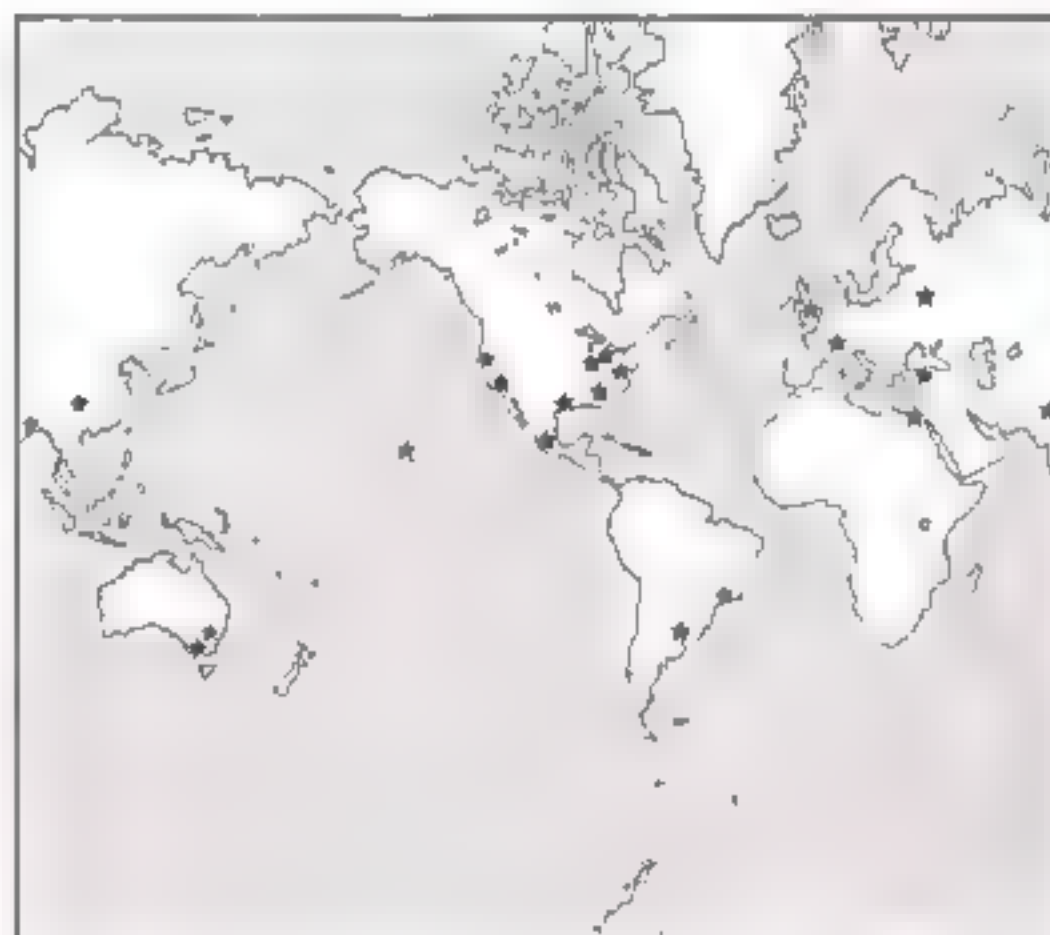


These new sea-air battles in the Pacific are changing the entire character of naval warfare. And now you can hear first-hand accounts of these revolutionary encounters—right from the lips of the men who saw the fight and were part of it. For, every Thursday night, the war-time March of Time is presenting actual participants from all the far-flung battlefronts—in person!

A whole half-hour of world-wide drama—a global hook-up of the greatest adventures and human interest stories of the week—a chance to hear from the real people who are watching and creating history! Listen Thursday night to this *different* war-time March of Time!



Out in Honolulu, one of the first to greet U. S. fliers returning from combat with the enemy is correspondent-photographer Ralph Morse. While our women are still being pounded on the back, they're promising Morse (a fixture with U. S. troops ever since he covered the Iwojima maneuvers) to come on the March of Time and "tell the folks what we did to 'em."



In practically every news center, on every continent and ocean—as shown on the above map—TIME has its own correspondents. They're rounding up the authentic, fresh, exciting news *direct* from London, Honolulu, Chungking, Ankara, Australia, Russia! And they're bringing with them to radio's war-time March of Time the people who've seen the news happen—and the people who *made* it happen.



The March of Time



Radio's most dramatic coverage of the news you need to know

NOW ON THE AIR THURSDAY • 10:30 P.M., EASTERN WAR TIME • NBC NETWORK



"Mary Dow," a pathetic poem about a poor little blue-eyed match girl whose sailor father "was lost on the deep"

170 ECLECTIC SERIES
2 A teak full of innocence fell
From her mother's and pretty blue eye,
As she said, I have treasures to sell,
And hope you are willing to buy



3 "A poor little match girl
I think I have seen her
The other day
And I hope you are willing to buy
4 I saw a little girl
The other day
And I hope you are willing to buy

is enacted by Mrs. Myrtle Quickenbush, 62, and Mrs. Lena Yoho, 55. Poem is from McGuffey's Third Reader.



"A Kind Brother" is a little fable preaching the joys of a clear conscience. The abler brother debates whether to

174 ECLECTIC SERIES
A GOOD FIVE
tell him how he is
top wrong that he is
bottom wrong that he is



A KIND BROTHER
1 A boy was once sent from home
To take a basket of food to his grand-
mother
2 The basket was so full that it was
very heavy. So the boy went
with him, to help carry the load.

shift the heavy part of the load on the innocent young-
ster, hardly older than a child, and does much better



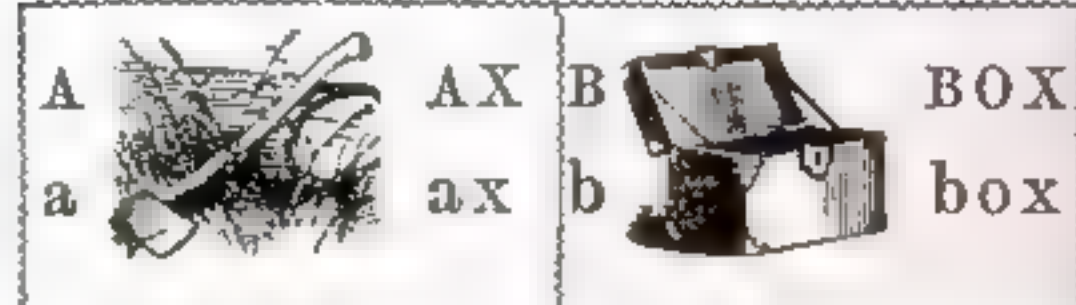
"We Are Seven" a famous poem by William Wordsworth, appears in Third Reader. The little cottage girl,

176 ECLECTIC SERIES
3 Two of us are gone to sea,
My mother says to me,
And in the churchyard I
Dwell near them with my sister



4 "You say that two at Conway dwell,
And two are gone to sea,
Yet ye are seven! I pray you tell,
Sweet maid, how this may be."

played by Mrs. Florence Straight, insists there are seven in
her family although "two of us in the churchyard lie"



Life Goes to a Los Angeles oldsters relive stories

Under the trees in Los Angeles' Sycamore Grove Park on a recent Saturday afternoon, a happy group of elderly men and women relived some of the moments of their childhood. They were members of the McGuffey Club of Los Angeles, an organization dedicated to remembering the lessons taught by Dr. William Holmes McGuffey's famous series of Readers. They ate lunch on wooden benches, just as they used to at little red schoolhouses in Kansas, Illinois, West Virginia and a dozen other States. They pledged allegiance to the flag. They formed a circle and dropped handkerchiefs behind each other's backs (below). They reenacted their favorite poems and stories and heard an orator proclaim the McGuffey Readers as "the greatest series of textbooks the world has ever known."

There are millions of Americans living today who first spelled out their ABC's with the aid of the illustrated alphabet in McGuffey's First Eclectic Reader (above). William H. McGuffey was a young clergyman and teacher who had radical ideas for his day. He preferred to interest children rather than punish them. He omitted all preaching about hellfire from his books and printed instead pleasing little pictures of home and farm life with plenty of animals and pets. As a teacher in Oxford, Ohio, he sat his young chil-



Members of McGuffey Club of Los Angeles play copenhagen, a form of drop the handkerchief. At their picnic they also heard a reo-



McGuffey Picnic

from America's best-loved textbooks

dren on logs outdoors. There was one log each for spelling, arithmetic, geography, reading. The child who prepared his lessons best sat on the big end of the log; the dunce sat at the bottom.

McGuffey's little pictures made his Readers a kind of pictorial *Aesop's Fables*. His first Reader was issued in 1830 and was followed by a Second, Third, Fourth, Fifth, Sixth, and an array of revised and eclectic editions. More than 124,000,000 McGuffey books have been printed, most of them before 1900. Thomas Edison made his first phonograph record by repeating *Twinkle, Twinkle, Little Star* from a McGuffey Reader. Theodore Roosevelt quoted McGuffey in his political battles with Taft. Henry Ford thought so highly of his McGuffey education that he bought and restored McGuffey's birthplace, a log cabin near Claysville, Pa. Journalist Mark Sullivan in his history *Our Times* estimated that for nine out of ten average Americans who went to school in the last century, "what taste of literature they got from McGuffey was all they ever had." Dr. McGuffey quoted liberally from the best English poets and moralists. Some historians believe that his schoolbooks have been a decisive influence in making the U. S. more favorable to Great Britain in time of war.



itation of Riley's *The Frost Is on the Pumpkin*, and drank coffee out of big tin cups that reminded them of their school days.

THIRD READER 121

LESSON XLII.

BEWARE OF THE FIRST DRINK.

1. "Uncle Philip, as the day is fine, will you take a walk with us this morning?"

2. "Yes, boys. Let me get my hat and cane, and we will take a ramble. I will tell you a story as we go. Do you know poor old Tom Smith?"

3. "Know him? Why, Uncle Philip, every body knows him. He is such a shocking drunkard, and swears so horribly."

4. "Well, I tell you what, boys, since we were boys together, there was not a more decent, well-behaved boy among us. After his father died, and he was put out a street in the city. There, he found his company."

5. "Instead of spending his evenings in reading, he would go to the theater and to the races. He would go to play cards, and of course he paid for money. He had more than one bad pay."

6. "He went to his poor mother, and told her his story. She said, 'I have money to pay his debts, and told him to come home.'

"Beware of the First Drink" tells story of Tom Smith who went away to the city, took to drink and wound up in

prison as a thief. Fred Marsh, 85, who studied McGuffey at Vineland, N. J., plays Tom's role with a Coca-Cola bottle.

FIFTH READER 61

"The Fish I Didn't Catch," from Whittier, is in the Fifth Reader. The youthful fisherman shouts to his watch-

ing uncle that he's caught a big pickerel, but he fails to land it. Moral: Don't brag until your fish is on dry ground.

SECOND READER 17

Sarah, I am coming to lend mine to you. Mary. But I would very much like to know where you come to me to borrow so often.

Mary. Because you never lose any of your things, and always know where to find them.

Sarah. And why do I always know where to find my things?

"A Place for Everything" tells the tale of Sarah, who always knew where her things were and Mary, who didn't.

It was enacted by Mrs. Nellie Wilbur, 80, and Mrs. Clara Belle Register, 63, who studied their McGuffey in Kansas.

2. We have had merry games in spring,
Of ball and other sports, sir,
But winter has his store, and bring
Of old and cheerful sports, sir.
3. With sled and sachel, off we start,
The smoking breakfast through, sir;
And alt'ough with book and chart,
We have much to do, sir.



4. But when a cold day comes,
O then, we must be dressed,
And by the early morning sun,
We are skating too, sir.
5. Then come with me, and we will go,
And try the winter's cold, sir;
Nor fear the ice, nor fear the snow,
For we are tough and bold, sir.



"Winter Sports" was a rollicking poem which masculine pupils of McGuffey's New Second Reader always thoroughly enjoyed. It began "O, come with me, and we will go, And try the

winter's cold, sir; It freezes now, and soon will snow. But we are tough and bold, sir." Actors in this scene are John P. Cribfield, 72; Frank W. Flower, 66, and Merton Hebrum, 70.

1. THERE was once a little chimney-sweep, who had to sweep a chimney in the house of a very rich lady.

2. He went up at a fire-place below, and came down in the chamber.

3. When he got into the chamber, he found himself all alone. He stopped a moment to look round on the rich things he saw there.

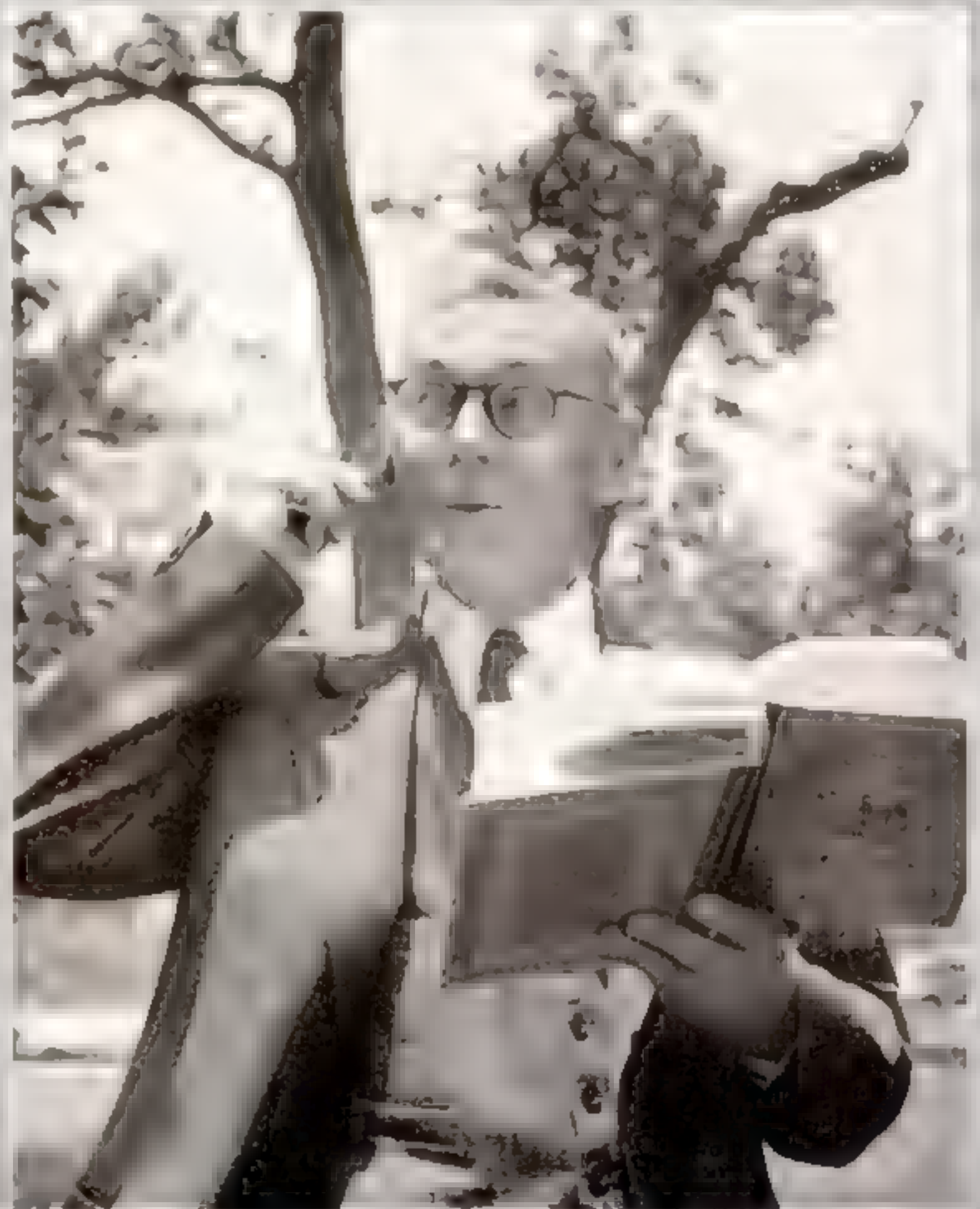
4. As he looked on the top of the table, he saw a fine gold watch, with gold seals to it.

5. He had never seen any thing so beautiful before, and he took it up in his hands.

6. He listened to hear it tick. It began to play sweet music. He thought, if it were his own, how rich he would be.

7. Then he thought he might hide it in his blanket. No one, he thought, would ever know any thing about it.

8. "But," said he to himself, "if I take it, I shall be a thief. Yet nobody sees me. Nobody? Does not God see me?"



"The Little Chimney-Sweep" is read from Second Reader by McGuffeyite Cribfield, who holds his gold watch up to his ear as the sweep did when he found it in the rich lady's cham-

ber. In the McGuffey story the sweep resisted temptation to steal the watch and the lady gave him a home and sent him to school, so that he grew up and "became a good man."



AN incredible idea, wasn't it . . . talking over a wire to someone out of earshot? No wonder the early telephone was a fearsome instrument.

It is difficult to believe that sixty-six years ago there was not a single telephone in America. Yet our vast, intricate, marvelously efficient telephone communications system has been developed since 1876.

At present there are more than 42,000,000 telephones in the world, over half of them in the United States. Literally millions of miles of telephone wire interlace our land. Raise the instrument at your elbow and your voice can span the continent in seconds. Throughout America today the telephone systems are rendering the nation a vital service . . . distinguished as much for the able assumption of emergency demands as for the efficient discharge of important new duties.

But our great telephone systems were not built by inspiration, ingenuity and enterprise alone. Like all commercial and industrial undertakings, they first required the investment of capital. Before capital is risked there must be *protection* against the hazards of fire, explosion, windstorm and accident.

**"TRY IT, CALEB!
START WITH 'HELLO'"**

Vital to the confidence of investors is *dependable* insurance.

Insurance Company of North America has been providing such protection since 1792. Advancing side by side with the growing, progressive nation, "North America" has steadily broadened and extended its service for 150 years. Founded when George Washington was serving his first term as President, this oldest American fire and marine insurance company has never ceased devising new policies and facilities to meet the new needs of the changing times.

Realizing that individual property owners are always better served by close personal cooperation, in



1807 the Company instituted the system of contacting clients through authorized, on-the-spot Agents. "Standard Protection," originated by "North America," is distributed by local Agents who are now benefiting by another important improvement in Company service. By the projection of its Head Office facilities to Company Service Offices in key cities, the complete scope of North America service is now quickly available through all its Agents and all Brokers.

Specify North America protection . . . there is in your section a North America Agent, or a Broker, who, with the facilities of a nearby Company Service Office, is better equipped to serve you.

North America Agents are listed in Classified Telephone Directories under the name and "Eagle" emblem of Insurance Company of North America, Philadelphia. Founded 1792. Capital \$12,000,000. Losses paid. Over \$476,000,000. With its affiliates, it writes practically every form of insurance except life.

Other Companies of the North America Group: Indemnity Ins. Co. of North America • The Alliance Insurance Co. of Philadelphia. Philadelphia Fire & Marine Insurance Co. • National Security Insurance Co. • Central Insurance Company of Baltimore.

NO FORCE CAN STOP THE PROGRESS OF OUR COUNTRY

DON'T LET INHALING WORRY YOU—



**ALL SMOKERS SOMETIMES INHALE—BUT
YOUR THROAT NEEDN'T EVEN KNOW IT!**

There's a cigarette that not only tastes better—
but is proved better for you . . . even when you
do inhale!

A vital difference has been found by eminent
doctors who compared the leading popular brands.
They report that:

**SMOKE OF THE FOUR OTHER LEADING POPULAR
BRANDS AVERAGED MORE THAN THREE TIMES
AS IRRITATING—AND THEIR IRRITATION LASTED
MORE THAN FIVE TIMES AS LONG—AS THE
STRIKINGLY CONTRASTED PHILIP MORRIS!**

Real protection—added to your enjoyment of
PHILIP MORRIS' finer-quality tobaccos. No worry
about throat irritation even when you inhale!



CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE



COTTON COAT WITH NAVAJO INDIAN PATTERN CAN DO NIGHT AND DAY DUTY

SHORT COAT HELPS SOLVE WOMEN'S

The little coats shown on these pages are, in a way, a feminine appli-
cation of the military science of logistics (LIFE, June 22). They are
brief; they are multipurpose. They are a functional solution to the
always inadequate packing space of females off on vacation or week-
end expeditions. One coat can do the service of three—beach coat, day-
time coat, evening wrap. Furthermore, they are patriotic. They require
even less material than the War Production Board's L-85 ruling allows.

BUBBLE PIQUE MAKES POPULAR BOXY COAT, HERE WORN OVER BATHING SUIT



MODERN LIVING



JIGGER COAT MADE OF GIANT RIB COROUROY COMES IN SIX COLORS AND WHITE

PROBLEM OF LIMITED PACKING SPACE

Most of them are inexpensive yet they make a shapely girl look like a million.

Several designers claim that Mr. Winston Churchill started the fad with the pea jacket he wore to the Atlantic Conference with President Roosevelt. Florida vacationists took to it at once (more than 5,000 of the coat below were sold in Miami and Miami Beach). Now stores all over the U. S. can't stock short coats fast enough to meet the demand.

FUZZY-WUZZY OR TEDDY BEAR ARE THE TRADE NAMES FOR THIS 520 SHORTIE



Meet the DESSERT-of-the-MONTH



RECIPE

CHOCOLATE MALTED DELIGHT

Looking for a way to put a scrumptious dessert before your puddin' planders without putting hours in the kitchen? Lady - you've found it! Make 'em this luscious mouth watering Chocolate Malted Delight - a cheer getting treat in practically no work form.

- 1 package Royal Chocolate Pudding
- 2 cups milk
- 1 cup cream
- 2 tablespoons malted milk

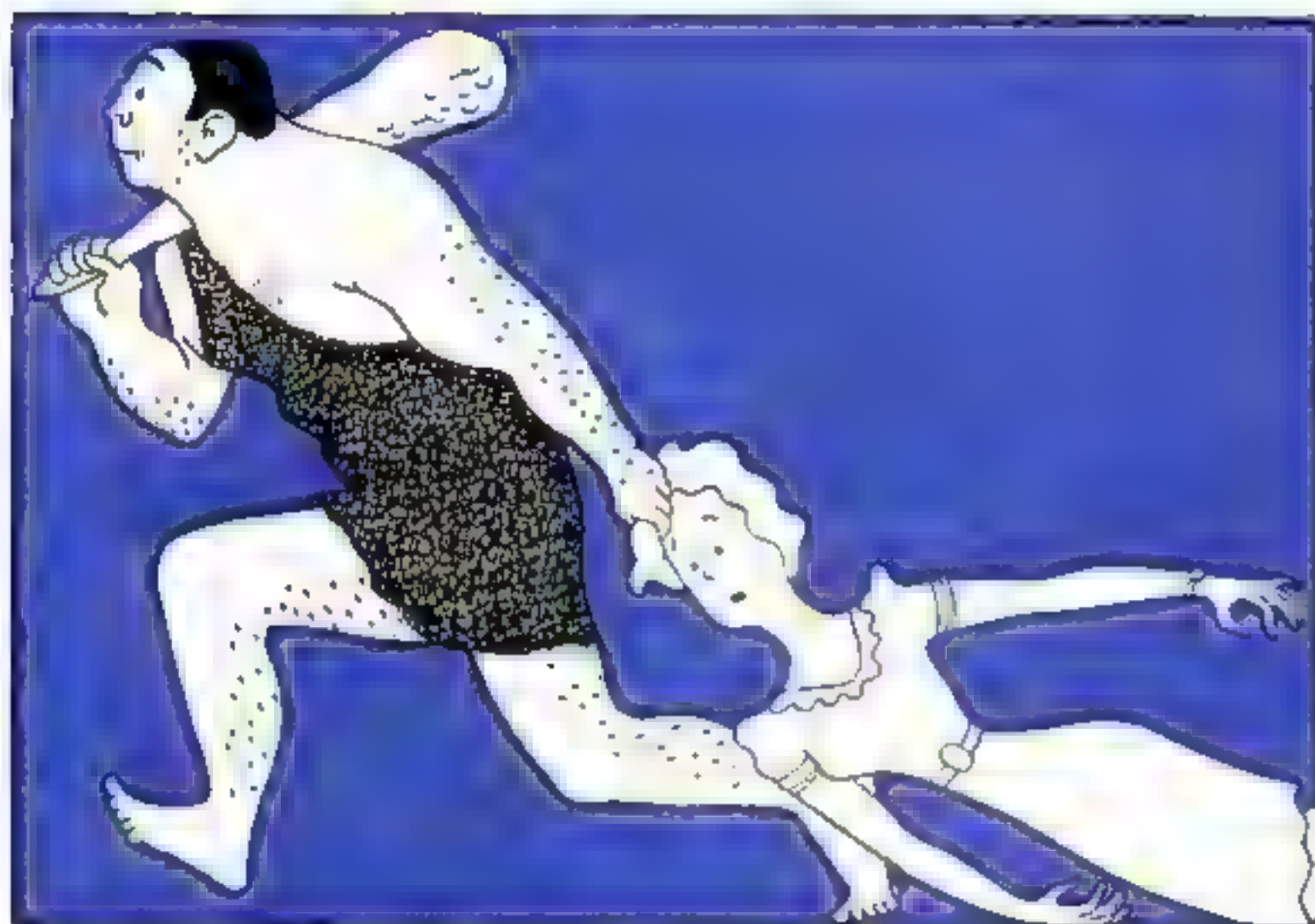
Mix pudding with milk. Cook over low heat, stirring constantly until mixture thickens and boils up once. Remove from heat. Pour into sherbet glasses, etc. Whip cream until it begins to thicken. Slowly add malted milk and a little sugar to taste. Continue beating until stiff. Use as topping on the chocolate pudding just before serving. Decorate with gay candy "confetti" if desired. 4 servings.

NOTE Royal Puddings, Chocolate, Butterscotch, and Vanilla, are made with *Arrowroot* - the starch so widely favored for child nutrition! And they are so downright delicious just 'as is,' you can turn them into glorious desserts without using one gram of your precious sugar!!!



Women buy more
ROYAL PUDDINGS
than any other kind!

Case of the Eloping Ogre



Most ice is a bubble-eater. When the heat melts it, air bubbles sneak out like little ogres and swallow your drink's bubbles whole... then elope with them to the surface, where they pop and explode. Then ice water dilutes what's left and OOF!—your drink goes flat!



Baffle this bubble-eater. Insist on Sparkling Canada Dry Water, as thousands of wise hosts do, sipping flavored drinks, and slyly...



...Grim! Its pin-point carbonation—millions of finer bubbles—keeps drinks lively longer.

P.S. When you're "out," speak up for this finer club soda and get a better drink.

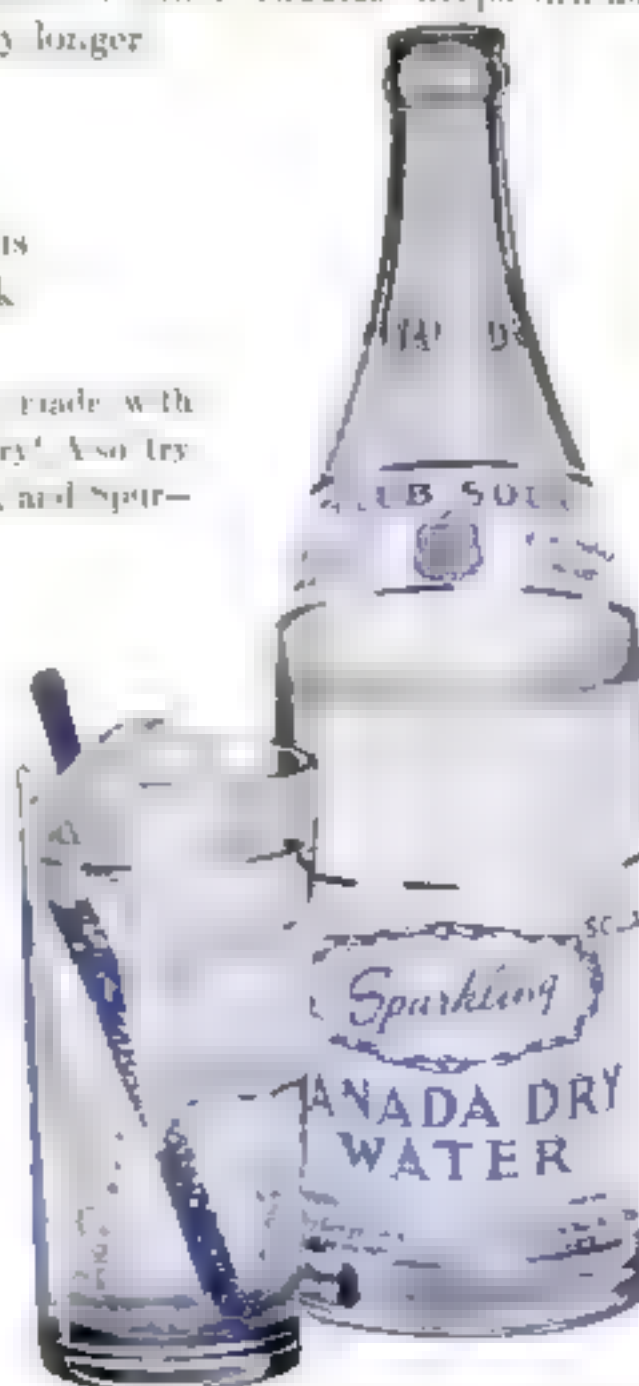
Ginger Ale Highballs taste best when made with "The Champagne of Ginger Ales"—Canada Dry! Also try Canada Dry Tom Collins Mixer, Tonic-Breezy, and Spirit—the real drink with Canada Dry quality.

Sparkling
**CANADA DRY
WATER**

THE ANSWER TO YOUR TALL DRINKS!

S O S
(SAVE) (OUR) • (SPARKLE!)

Buy War Bonds and Stamps Regularly



A partly used, recapped bottle put in your refrigerator keeps its sparkle 24 hrs.

Short Coats (continued)



Man's looser coat is the kind of simple, mannish garment few women resist. Marcel Betty Jane Hesse takes photographer's tweed coat so well, she took it off his back.



Churchill's pea jacket definitely inspired this double-breasted short coat. It is made in white pique for summer, light wool for fall and spring. It costs \$89.95 in cut.



Three-in-one duty is practical feature of short coats. On summer evenings they can be worn over party dresses. During the day they serve as bench or street coats. *see left*

For Distinguished Service

AFTER a day of war-time worries—retire to a prepared position in your easy chair and call up your Dewar's "White Label". Like seasoned campaigners the world over, you'll find Dewar's well worthy of its many citations for distinguished service. Be at ease... command the highball of the highlands... Dewar's "White Label" and soda!



HONOURS OF The 12th Royal Lancers

(Prince of Wales's Own)
Peninsular—Waterloo—South Africa 1851-2-3
Sutlej—Central India—Relief of Kimberley
France and Flanders—1914-18

HONOURS OF Dewar's "White Label"

Award, Lucerne, Switzerland, 1923
one of more than 60 medals
also honoring Dewar's "White Label" for Excellence in Scotch Whisky

COMMAND DEWAR'S... AND BE
"AT EASE"



FULL COLOR REPRINTS
SUITABLE FOR FRAMING
Six x 12 inch prints
of officers' Edition No. 4,
without advertising sent
upon receipt of 25c. Schen-
ley Import Corp., New
York City, Dept. Y
Officer illustrated to be
included in Edition No.
4, soon to be published.

Dewar's "White Label" and "Victoria Vat"

THE MEDAL SCOTCH OF THE WORLD

Both 86.8 Proof - BLENDED SCOTCH WHISKY
Copr. 1942, Schenley Import Corp., New York



DR. WEST'S
BRAND

THE MODERN DENTAL CREAM

even difficult-to-remove tobacco stains.

Cope 1042 by Waco
Products Company

now **39¢**

LIMITED TIME ONLY TO GET
NEW USERS TO TRY VRAY

NEW
ECONOMIZER
CAP

One bottle of Vray (6 full oz., 231 brushings!) fills a tooth paste tube OVER TWICE AS BIG as the average 39¢ to 50¢ dentifrice tube.

Average size tube used by 8 most popular dentifrices selling at 39¢ to 50¢ (6½ inches long).



It takes this giant tube (13 inches long) to hold the contents of one bottle of Vray.

**THE FIRST DENTAL
CREAM TO BE
PACKED IN GLASS—
SAVES TIN FOR
WAR NEEDS**

SATISFACTION GUARANTEED OR YOUR MONEY CHEERFULLY REFUNDED

CHICKEN FEED

సాగ్ర.

I am glad to submit this proof that the Axis cannot win—not against a country where even ceilings, given half a chance, will start growing corn. It all started when

our handy man let some of the chickens' corn rations get into his plaster mix destined to repair the ceiling in the pastor's study. Problem now is—how to water it?

ALBERT J. GEIGER

Rectory of Our Lady of the Lake
King Ferry, N. Y.



BONDED CEILING

Slut:

"Taking literally and patriotically the slogan that war bonds are the civilian's defense against the Axis, Benjamin Sterling Jr. of Moonic, Pa. is not taking any chances. The enclosed picture shows the

calling of his office in the process of being papered with a decorative pattern of war bonds which he is happily contemplating. In this way, he says, looking up and ahead, he'll always have a roof over his head.

MILTON MILLER

Wilkes-Barre, Pa.



CONTRIBUTIONS Men and women of all ages in the United States \$5.00 per month. Single American people may give less, but we prefer \$5.00 per month. We view a professional or a business man as a person who has a high level of education, law or science, who has produced or will produce a new idea or will find a new method of doing things. We are especially interested in people who are responsible for a new and important enterprise or in people who are responsible for a new and important idea. All contributions should be sent to the **CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York**



Here comes Sani-Flush!

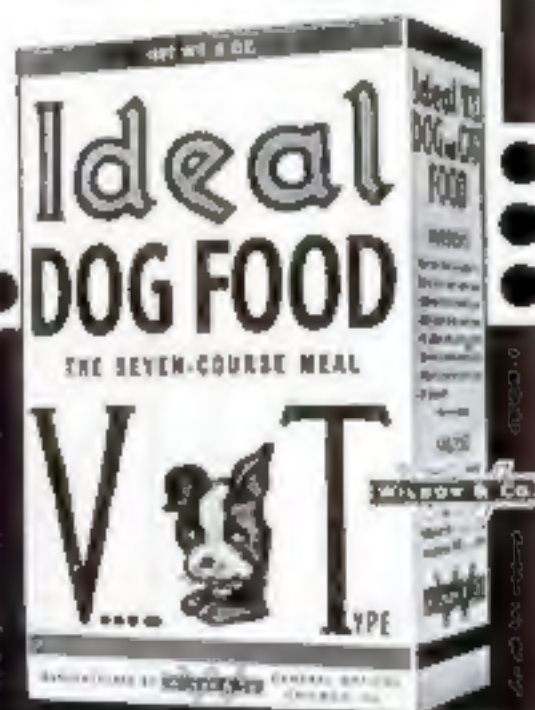
Every application of Sani-Flush cleans away unsanitary film and incrustations where toilet germs lurk. It flushes away a cause of toilet odors. You don't have to scrub. No messy work. Use Sani-Flush at least twice a week to keep toilet bowls glistening-clean and above suspicion.

Don't confuse Sani-Flush with ordinary cleansers. It works chemically. Even cleans the hidden trap. (Also cleans out auto radiators thoroughly.) When used according to directions on the can—Sani-Flush cannot injure septic tanks or their action and is absolutely safe in all toilet connections and auto cooling systems. Sold everywhere in two convenient sizes. The Hygienic Products Company, Canton, Ohio.



Sani-Flush CLEANS TOILET BOWLS WITHOUT SCOURING

Three years in the making - - not an over-night substitute



JUST ADD LIQUID

BUY WAR BONDS AND STAMPS *For Victory*



PICTURES TO THE EDITORS

(continued)

HEN LAYS EGGS

Sirs:

Even in these days of record-breaking production, a hen laying an egg weighing half a pound and eight others weighing scarcely less is, it seems to me, newsworthy. Laid end to end the nine eggs totaled 30 inches. The hen is a buff Orpington owned by Bill Kelts of Tulsa, Okla., and I photographed her surrounded by her eggs and disdainfully eyeing the normal product in the foreground. She fainted after laying each egg but difference in size of yolk (bottom) must have compensated her for her efforts.

BOB POULSON

Los Angeles, Calif.



On this site nearly a century ago, Colonel James Crow began distilling Kentucky's best loved whiskey.

GLENN'S CREEK
FRANKFORT, KY.

THOSE IN THE KNOW - ASK FOR

OLD CROW



Sketch of the modern Old Crow distillery, on the original site.



A Truly Great Name
AMONG AMERICA'S GREAT WHISKIES

Today, as for generations past, Old Crow continues to be the chosen favorite of those who know and appreciate the finest.

— BOTTLED IN BOND —

Kentucky Straight Whiskey • Bourbon or Rye
100 Proof • National Distillers Products Corporation, New York, N. Y.

Perspiration is Acid

...it eats rayon stockings!

OH-H! MY
LOVELY NEW RAYONS
—GONE ALREADY!



TO GET LONGER WEAR

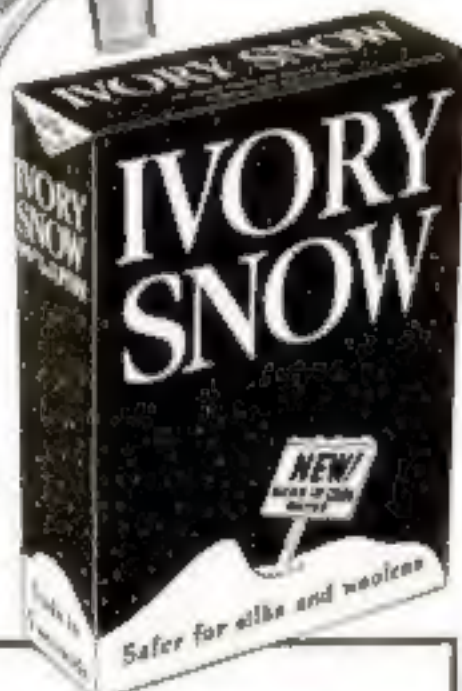
for new rayons, turn to new
Ivory Snow care! The only soap that
combines 2 advantages you'll want

• To help protect those pretty new rayon stockings of yours against dangerous acid perspiration—to make sure they will *wear and wear*—just follow this expert advice:

Don't ever depend on careless washing methods. Those new rayons need a quick, gentle bath in rich Ivory Snow suds after each wearing. Rayons, you see, require *extra* good care to give you extra good wear.

Ivory Snow is the *only* soap that gives you two great advantages (see left) that you will want in caring for your new rayon stockings—all your nice things. You'll find Ivory Snow is something new and different in fine-fabric soaps. Not a flake . . . not a powder . . . it is made in tiny "snowdrops" that burst into rich, perspiration-removing suds in just 3 seconds—even in *cool* water! Get Ivory Snow today.

...AND IVORY SNOW CARE
HELPS YOUR TREASURED *SILK*
STOCKINGS LAST LONGER...
UNDIES STAY BRIGHTER —
SWEATERS SOFTER AND MORE
FLUFFY! FOR THERE IS NO RISK
OF DAMAGE FROM STRONG
SOAPS OR HOT WATER



HERE ARE THE 2 ADVANTAGES
ONLY IVORY SNOW COMBINES:

1. It's Ivory pure—wonderfully safe for all your fine washables.

2. It's made in tiny, pure-white "snowdrops" that dissolve like a flash in cool water—about 4 times faster than any popular soap in this form.

Ivory Snow acts surely against acid perspiration, to help rayon and silk stockings L-A-S-T!



TRADEMARK REG. U. S. PAT. OFF. © PROCTER & GAMBLE

RICH SUDS IN JUST 3 SECONDS—EVEN IN COOL WATER!

PICTURES TO THE EDITORS

(continued)

HOARDER

Sirs:

Although the U. S. Government disapproves of hoarding, I don't think it would frown upon the foresight of the woodpecker whose activity is responsible for the photograph I am enclosing. The tree stands on the top of Bear Mountain and is pock-marked with the holes the industrious bird has made to house his acorns

—a big hole for a big acorn and a small hole for a small acorn. The holes were so carefully pecked to fit that it was almost impossible to pry out the acorns with a penknife. This system, however, wouldn't protect the hoard from other woodpeckers so from the way it is exposed to view I gather there is a code of honor among woodpeckers.

E. NORGREN

Hughson, Calif.



DRESS AND UNDRRESS

Sirs:

The war trend in fashions has hit the famous Los Angeles palm trees, of which there are some 22,000 in the city. Since skirts are shorter, nighties scantier, gentlemen's trousers cuffless, the Los Angeles fan palms have had removed their excess clothing—which also, as it happened, was considered a serious fire hazard should an incendiary bomb ever come in contact with it.

Since it was a civic duty, each palm own-

er took care of his own, at a cost of \$12 per tree, and soon the long, slim trunks, bare of their protective clothing, will line all the wide avenues of the City of the Angels.

I hope that your magazine and your readers will be interested in this example of municipal initiative, aided and backed by the willing citizens of a city which is not known for taking second place—whether it is in fashions or war effort or a combination of both.

MARGUERITE DAVY

Los Angeles, Calif.



REWARD

for a Wartime

"Golfer" who's done his bit
of the Best—

...a drink
Schenley



AMERICA *Makes the Best*
OF EVERYTHING!

THE BEST OF THE TIMES... and the Best of Products in every field, including the World's Best Whiskey! From Schenley's vast reserves, the largest in the U. S. A. — you get the best whiskeys from Kentucky, Indiana, Pennsylvania and Maryland—blended with finest grain neutral spirits for perfect mildness. It's unique — it's America's Best — try it tonight!



THE TASTE IT TAKES FOUR STATES TO MAKE

SCHENLEY, 72½% Grain Neutral Spirits. SCHENLEY RESERVE, 67% Grain Neutral Spirits. Both BLENDED WHISKEY, 86 Proof. Schenley Distillers Corporation, New York City.

LUCKY STRIKE MEANS FINE TOBACCO!

One of a series of paintings of the tobacco country by America's foremost artists



"Outside the Curing Barn." Painted from life in the tobacco country by Thomas Hart Benton.

IN A CIGARETTE, IT'S THE TOBACCO THAT COUNTS

...and Lucky Strike means fine tobacco! Independent tobacco experts—buyers, auctioneers, warehousemen—see us consistently pay the price to get the finer, the milder leaf... These men make Lucky Strike their own choice by more than 2 to 1.

Isn't that worth remembering...worth acting on...next time you buy cigarettes?



With men who know tobacco best—it's Luckies 2 to 1